ADDICTIVE BEHAVIOUR AS A CONSEQUENCE
OF THE GLOBAL CULTURAL CRISIS AND CONSUMERISM

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INTRODUCTION

The modern world has found itself at a particular point of "bifurcation", "the transitional age", the era of uncertainty. On the one hand, globalization unifies social space. On the other hand, it leads to a clear stratification of the world community. In its today's Western form, globalization establishes mass depersonalized "culture" devoid of spiritual and moral guidelines and based on a single market-related criterion of profit. The global cultural crisis is associated with the spread of primitive standards of consumerism, which distort the population's worldview and values. Consumerism causes the dehumanization of human beings and society as a whole. It results in the crisis of identity and the loss of national cultural traditions, which are the greatest dangers for a person included in the global market system. If one lacks these factors in one's personality, it leads to one's marginalization and manipulation, creating the illusion of complete self-realization in human life. Such behavioural manifestations as neglect of established norms, isolation, anxiety, depressive states, deviant and addictive behaviour are characteristic of a marginal personality. These social factors provoke intra-personal conflicts and deep anxiety caused by the feeling of helplessness in the face of the hostile surrounding world. Besides, these crises encompass "the problem of the absurdity of one's life, as well as doubts about the entire previous value system"[1].

The media actively manipulates consciousness by imposing the norms, values and stereotypes of a consumer society, the cult of force and cruelty. Fewer and fewer spheres of life are subject to stable norms of behaviour. Social tension in society creates conditions for the strong emergence of mental disorders and deviant behaviours.

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[1] Удовик С. Л. Глобализация: семиотические подходы. Київ: Ваклер, 2002. 480 с.

1. The phenomenon of internet addiction as the main determinant of pathological culture in the globalization space

According to J. Seabrook[2], a prerequisite of the new cultural hierarchy for young people is getting into the mainstream. The latter means an ability to adapt any subcultural content to a particular demographic or "psychographic" market niche. Individuality, within the framework of consumer culture, is pushed to the periphery, and the main area in the development of consumer culture for young people is their inclusion in the mainstream.

The main condition for creating and disseminating subcultural content in transformational societies is the Internet as the information environment. The focus of consumer culture, as well as the boundaries of the mainstream, determines the market structures. In turn, they shape and control this process by creating a network of organizations adapting subcultural content and actively used by advertisers, taking into account the consumer preferences of young people. The prominent American researcher R. F. Inglehart[3] has made an important contribution to the study of this issue, especially in the context of determining the interdependence of social values and the processes of modernization and postmodernization in different parts of the world. He, together with his colleagues, has launched a large-scale study within the framework of the international network "The World Values Survey" (WVS). At the same time, J. Ritzer[4] has comprehensively described the phenomenon of standardization ("McDonaldization") of consciousness in the context of globalization. Many researchers define the hedonistic focus of consumer culture as pathology and even introduce the term "pathological culture". It has become the product of a society experiencing anomie or social pathology. Pathological culture aims to free a person from the pressure of established norms and values, religious and secular morality. It has arisen as a result of human refusal from the constant exertion of forces aimed at self-improvement and improvement of reality.

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[2]Дж.Сибрук культура маркетинга. 2012. 202 с. URL: http://artguide.com/posts/177-dzhon-sibruk-nobrow-r-kul-tura-markietingha-markietingh-kul-tury-m-ad-marginem

[3] Ritzer G. (ed). Mcdonaldization. The Reader. Pine Forge Press, 2002.

[4] Inglehart R. Modernization and Postmodernization. Cultural, Economic and Political Change in 43 Societies. Princeton, Princeton Univ. Press.

The modern youth is encouraged to live in the moment since life will not last forever. The dominance of hedonistic attitudes correlates with the concept of consumer society. Indeed, people strive to fill their lives with events and impressions, adhering to the principle of "here and now". At the same time, they lose sight of their life prospects, which extend over time. Young people who find themselves in such a society lose their time and ability to plan their future.

The acceptance of consumer practices of young people's addictive behaviour occurs as a result of consumer socialization. The latter aims to urge them towards a comfortable existence. The agents of socialization are the mass media and electronic "mass media", which create new needs and motives in young people and convince them to satisfy them through advertising. Under their influence, one can observe the emergence of life strategies with addictive behaviour which include short-term life plans focused on obtaining addictive pleasure or adaptation to new conditions as a result of abandoning reality.

The scientific community has been studying technological addiction and computer addiction since the early 1990s. However, it was A. Goldberg[5] who first introduced the term "Internet addiction" in 1995 to describe the pathological urge to use the Internet. The diagnostic criteria for this disorder generally meet the DSM-IV criteria for non-chemical dependencies. In particular, computer use causes distress and harms physical, psychological, interpersonal, family, economic or social status. The researcher views Internet addiction as one that has a detrimental effect on domestic, educational, social, professional, family, financial or psychological spheres of activity. Also, he tends to use the term "pathological computer use" (PCU).

Ukrainian researchers used to interpret the term "addictive behaviour" as the abuse of various chemical psychoactive substances leading to certain changes in the mental state until the moment when they became dependent. However, over time, there have emerged broader interpretations of addictive behaviour as a repetitive habit increasing the risk of the disease and associated with personal and social problems.[6] There are two groups of addiction categories: substantial (alcoholism, drug addiction, smoking, food) and procedural

[5] Goldberg I. Internet Addictive Disorder. URL: http://www.psycom.net/iadcriteria.html
[6] Гоголева А. В. Аддиктивное поведение и его профилактика. Москва : Моск. психол.-соц. ин-т ; Воронеж : Изд-во НПО «Модек», 2003. 240 с.

(accumulation of money, gambling, sex, work, Internet, religion)[7]. Addiction begins when the desire to move away from reality, associated with a change of consciousness, permeates a person and becomes the central idea. Addictive behaviour of young people is becoming more and more acute as a social problem. Therefore, it is essential to discover biological, social and psychological causes of addiction to cultivate one's stability and ensure one's psychological well-being.

It is important to note that the long-term consequences of alcohol or drug addiction are currently well covered. As far as Internet addiction is concerned, this particular issue has not been properly studied yet. Internet addiction is not subject to the patterns of addiction derived from observations over smokers, drug addicts, alcoholics or pathological gamblers. The development of traditional addictions takes years, whereas this period is sharply reduced with Internet addiction. Indeed, K. Young's survey shows that only 25% of respondents became addicted within six months after starting to work on the Internet, 58% of them – during the second half of year and 17% of them – a year later[8].

One should also pay particular attention to the studies analyzing the characteristics of the Internet environment as factors in Internet addiction (V. Burova, A. Minakov, K. Young et al.).

A. Minakov[9] considers the Internet to be a new layer of reality characterized by much fewer rigid barriers and restrictions. It is rather mythological since the user begins to have supernatural abilities, in contrast to real life. These characteristics of the virtual environment contribute to users' significant regression, which is the reason behind its extreme attractiveness.

According to V. Burova[10], Internet addiction acts as a means of moving away from reality. The researcher highlights the following factors in Internet addiction: the possibility of anonymous social interactions (a sense of security is of particular importance in the implementation of interactions, including the use of e-mail, chats); the

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[7] Войскунский А. Е. Интернет – новая область исследований в психологической науке. Ученые записки кафедры общей психологии МГУ. Выпуск 1 / под общей ред. Б. С. Братуся, Д. А. Леонтьева. М.: Смысл, 2002. С. 82–101.

[8] Young K.S. Internet Addiction: Symptoms, Evaluation, And Treatment. URL: http://www.netaddiction.com/articles/symptoms.htm

[9] Минаков А.В. Некоторые психологические свойства и особенности Інтернет как нового слоя реальности. URL: http://www.vspu.ac.ru/vip/index.html

[10] Бурова В.А. Социально-психологические аспекты Інтернет-зависимости. URL: http://user.lvs.ru/vita

ability to realize fantasies with feedback (including the ability to create new images of oneself and realize those fantasies that cannot be realized in the ordinary world, such as cybersex, role-playing games in chats); a great opportunity to find a new interlocutor meeting almost any criteria (there is no need to hold the attention of one interlocutor since it is possible to find a new one at any time); unrestricted access to information (information vampirism) (it is last on the list since the danger of becoming addicted to the Internet lurks for those for whom computer networks are almost, and sometimes the only means of communication).

The type of psychological dependence on the virtual information environment is called Internet addiction disorder (according to D. Greenfield). Virtual addiction is primarily associated with the general social tension, psychological imbalance of the whole society and the crisis of the growing social system. The Internet is a social institution formalized through social network services (chats, conferences, forums, newsgroups, guest books). The virtual nature of the Internet is manifested in the fact that the communications taking place in it perform the functions of real social interactions. The changes in social interaction caused by the influence of Internet use are latent dysfunctions. Given the positive functional features the Internet has and provides, it becomes the basis for causing negative socio-psychological consequences, that is the Internet-addictive behaviour.
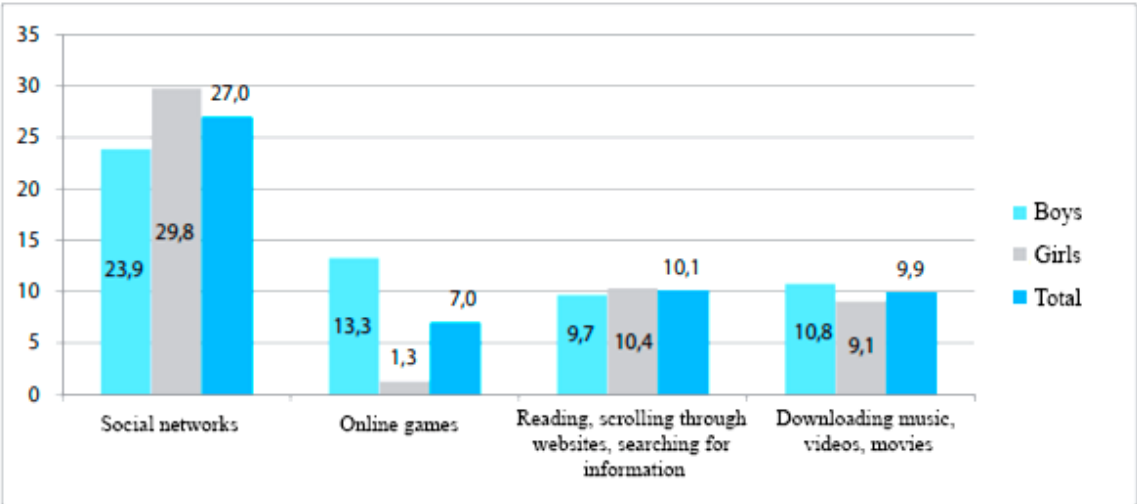
Fig. 1. The share of respondents using the Internet on the average for 6 hours and more per day over the last month (based on individual activities and gender, %)

As noted by relevant experts, Internet addiction ranges from 2% to 30% among Internet users in different countries. As a rule, someone who becomes addicted to the Internet changes his or her personality.

It is important to note that cyber-relational addiction is rather widespread in Ukraine. According to relevant research, social networks occupy the first place (27%) among young people in terms of attendance. Girls tend to demonstrate higher rates (29.8%) and boys lower ones (23.9%)[11].

Besides, girls are more active in online communication, while boys more often play computer gamers. This division of interests can be associated with the patterns of behaviour developed by society in early childhood (Lego blocks and construction sets for boys, dolls and baby dolls for girls). At the same time, excessive emotionality is acceptable for girls, whereas boys should be more restrained. Therefore, over time girls tend to manifest themselves in communicative interaction and boys through a specific action, in this case, an online action in the game. There is also a lack of connection between the need to be online and the age of the young people surveyed.

With the advent of new technologies emerged new kinds of dependencies. American researcher Kimberly Young currently identifies the five main types of Internet addiction: computer addiction: obsessive passion in working on the computer (programming, games or other activities); net compulsions: compulsive searching of information in remote databases; information overload: a pathological tendency towards Internet gambling, online auctions, e-purchases; cybersexual addiction: visiting pornographic sites, discussing sexual topics in chat rooms or closed groups "for adults"; cyber-relational addiction: dependence on communication on social networks, forums, chats, group games and teleconferences, which can lead to the replacement of real family members and friends with virtual ones. American psychiatrist Ivan Goldberg[12] believed that excessive use of the Internet might cause depression, stress and aggression. Today it is known that children's and adolescents' dependence on cyberspace causes a delay in their social and emotional

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[11] Балакірєва, О., 2015. ESPAD-2015: куріння, вживання алкоголю та наркотичних речовин серед підлітків, які навчаються. Київ: Поліграфічний центр «Фоліант».

[12] Янг К. Диагноз – Интернет-зависимость: Мир Интернет, № 2, Київ, 2000 С. 24–29.

development. Such influence results in a society of individuals who cannot interact, think collectively and only see the world through other people's eyes, that is a kind of impersonal world. This is no longer a harmonious personality but an addictive personality. Addicts are characterized by changes in addictive implementation. Today, they are Internet addicts and tomorrow pathological gamblers. Then, they start using drugs and become addicted to alcohol. Besides, the danger is that, very often, sooner or later, addicts become socially maladapted[13]. Moreover, the decisive role in the emergence of addictive behaviour belongs to a personal predisposition. Indeed, a predisposition to addiction is a universal feature of humans. In some cases, however, there is excessive dependence, which leads to addictive behaviour.

2. Studying the motivational sphere
## of adolescents addicted to the internet

It is known that motivation occupies a leading place in one's personality since it largely explains the driving forces behind activity and behaviour. This research concerns the motivational sphere of adolescents addicted to the Internet. It was conducted in Uzhhorod Secondary School (Levels I-III) No 19 and involved 54 pupils (Grades 7 and 8). First, it is essential to describe the use of different diagnostics methodologies for identifying pupils' educational motivation.

The obtained results indicate the level of significance of the dominant motives behind learning activity for respondents: motives of duty and responsibility were not revealed in any case (0%); motives of self-identification and self-improvement were characteristic of 7 pupils (26%); motives of well-being were not revealed; motives of affiliation were dominant in 11 pupils (41%); motives of reputation were present in 6 pupils (22%); motives of failure avoidance were not revealed (0%); motives of learning and cognition (content) were essential to 6 pupils (22%) and motives of learning and cognition (process) to 1 pupil (4%); motives of communication were natural for 16 pupils (59%) and motives of creative self-realization for 6 pupils (22%); motives of success achievement were not revealed (0%). Thus, one can conclude that the prevailing learning motives are affiliation,

[13] Варламова, С., Гончарова, Е., Соколова, И., 2015. «Интеренет-зависимость молодёжи мегаполисов: критерии и типология»: Мониторинг общественного мнения, № 2 (126), С. 165–182.

manifested in the desire for such contacts with people who evoke trust, cooperation, and communication, manifested in the need to communicate and establish contacts in the learning environment.
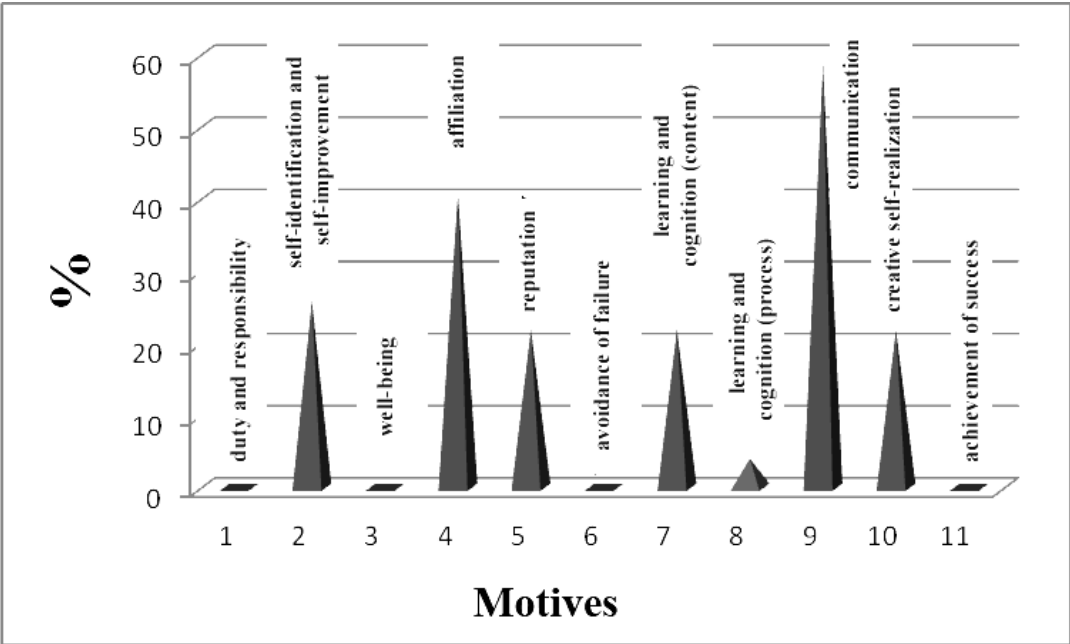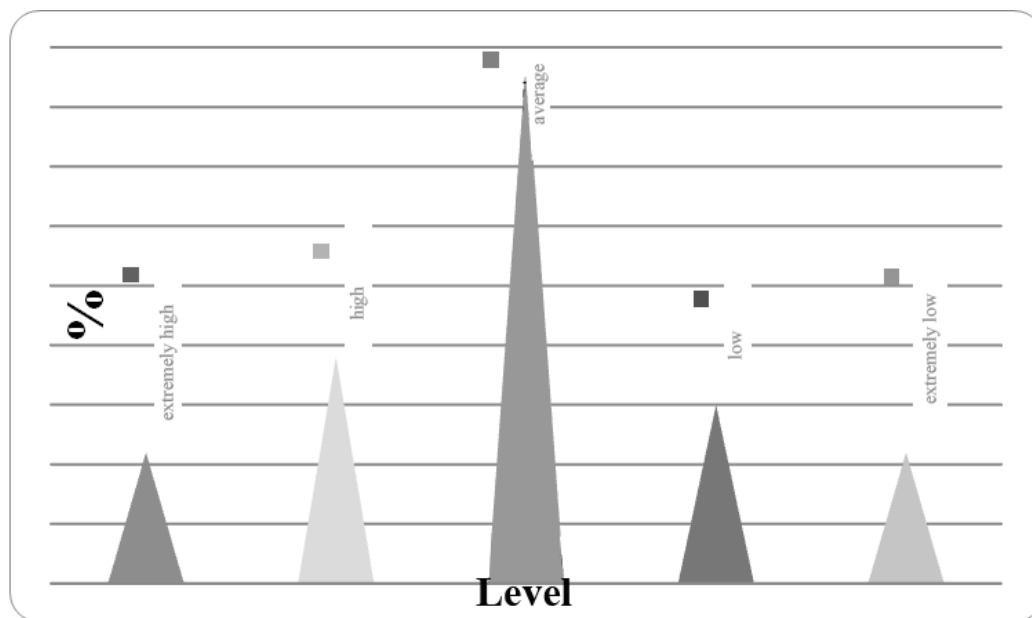

Fig. 2. The results of group research based on the diagnostics of pupils' educational motivation (N. Badmaeva)
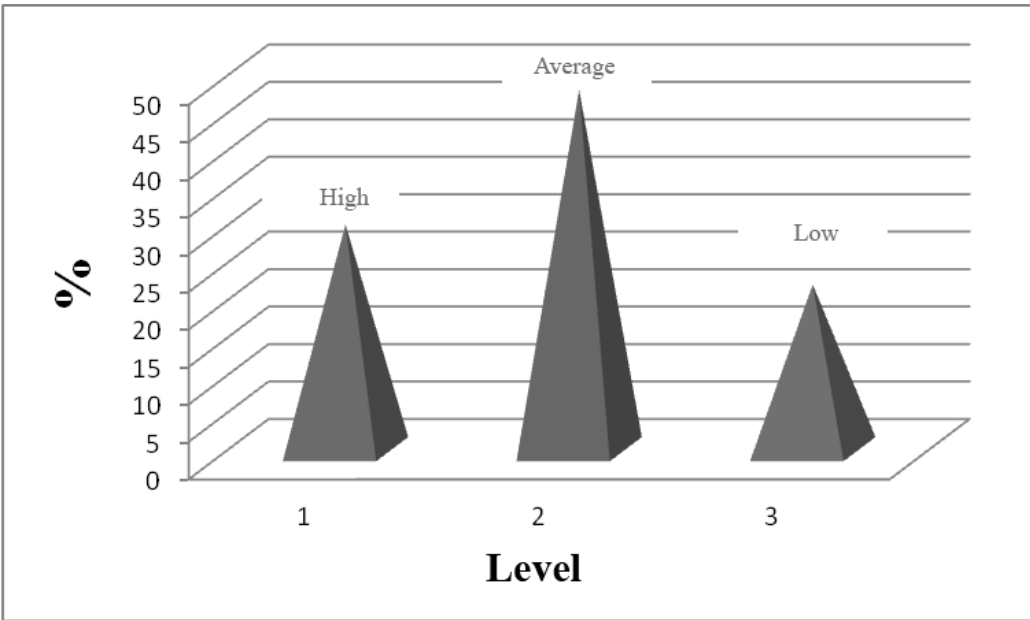
Fig. 3. The results of group research based on the diagnostics of directions in learning motivation (T. Dubovytska)

The diagnostics of directions in learning motivation shows that a high level of learning motivation is characteristic of 16 pupils (30%). An average level is found in 26 pupils (48%) and a low level in 12 pupils (22%). Thus, the obtained results prove that an average level of learning motivation manifested in pupils' internal motivations towards learning prevails among the respondents.
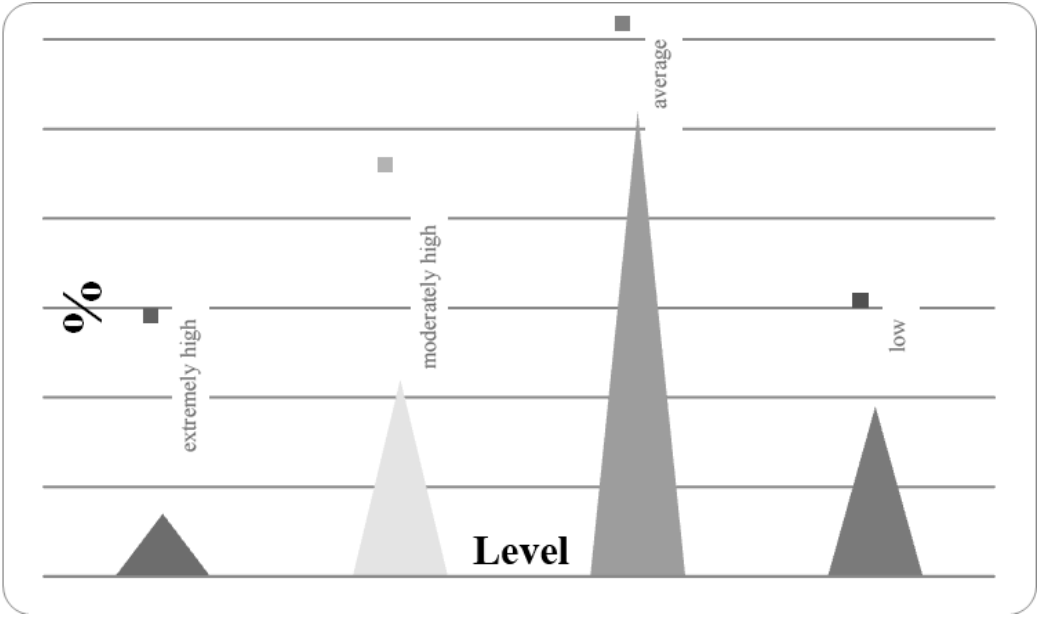

Fig. 4. The results of group research based on the diagnostics of school motivation levels (N. Luskanova)

The above-mentioned diagnostics identifies an extremely high level in 6 pupils (11%). A high level is characteristic of 10 pupils (19%) and a low level − □f 8 pupils (15%). At the same time, an extremely low level is found only in 6 pupils (11%). Thus, one can observe the dominance of an average level of school motivation manifested in a positive attitude towards school, although the respondents are more interested in school outside educational aspects. These pupils feel quite comfortable at school and, yet, they more often attend it to communicate with their friends and teachers.

As shown in Fig. 5, only 4 pupils tend to have an extremely high level of such motivation (7%). At the same time, 12 pupils are at a moderately high level (22%) and 28 pupils − at an average level (52%). A low level is natural for 10 pupils (19%). Thus, one can see that an average level of motivation towards success prevails and is characterized by all sufficiently developed components of such

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motivation. All individuals of this type are usually active and proactive since they strive to acquire knowledge and skills, can work in an organized manner and make efforts to achieve the desired results.
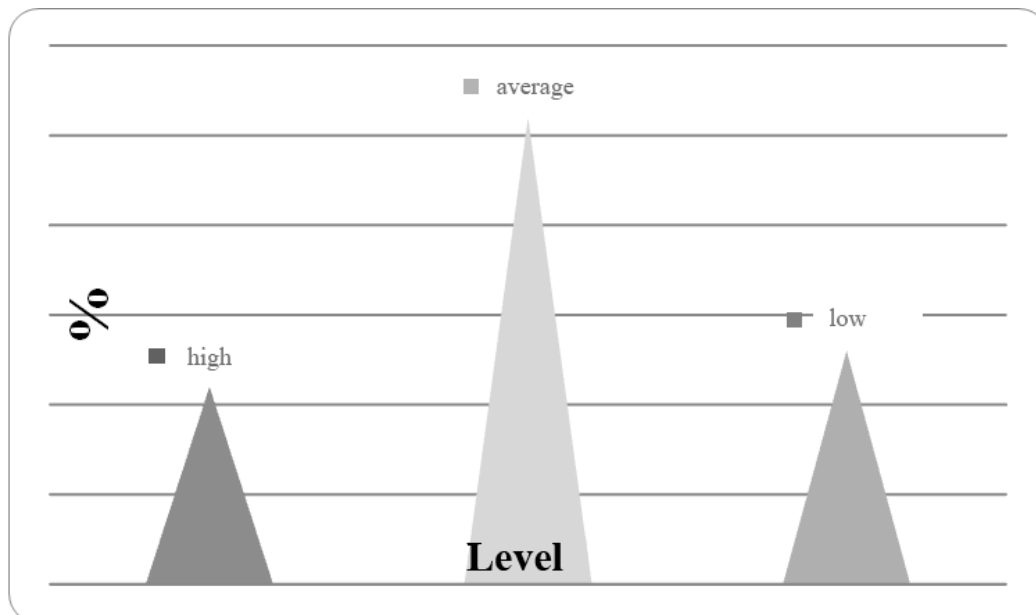

Fig. 5. The results of group research based on the diagnostics of motivation towards success (T. Ehlers)
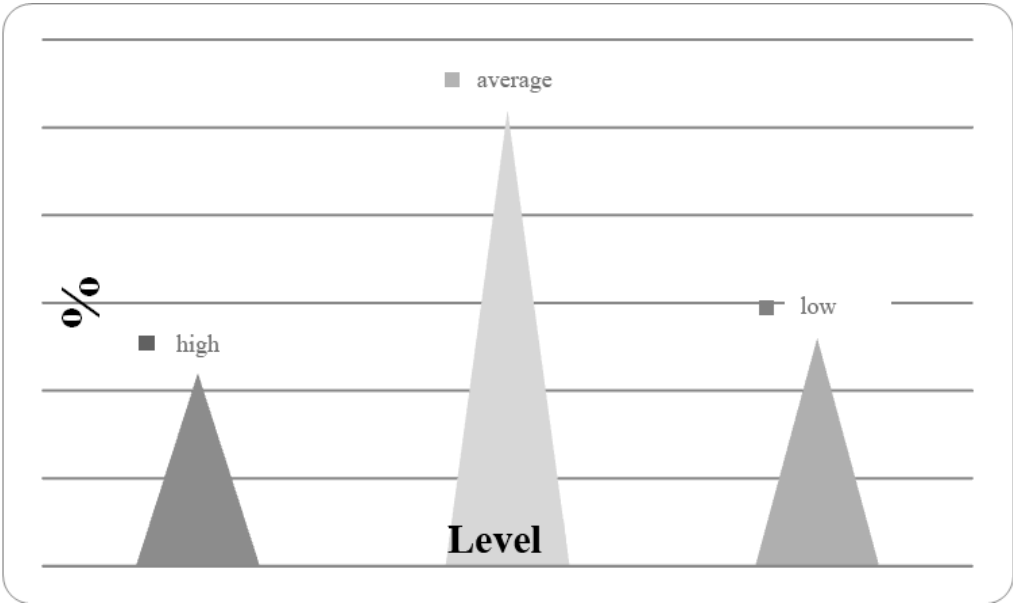
Fig. 6. The results of group research based on the diagnostics of Internet addiction levels (L. Zhychkina)

The results presented in Fig. 6 indicate the following: a high level of Internet addiction is characteristic of 24 pupils (22%); an average

level – of 28 pupils (52%); a low level – of 14 pupils (26%). It implies the prevalence of an average level of a predisposition to Internet addiction. A high level is found in the lowest number of pupils which means the respondents are mostly not Internet addicted users.

Fig. 7. The results of group research based on the diagnostics of Internet addiction levels (K. Young)

In the context of the above-mentioned methodology, the obtained results can be interpreted as follows: 11 pupils show a high level (20%); 28 pupils – an average level (52%); 15 pupils – a low level (28%). Thus, one can see that the respondents are mostly at an average level of a predisposition to Internet addiction, which coincides with the results of the previous methodology. Besides, the obtained results indicate the lowest percentage of pupils at a high level. It implies that they are mostly not Internet addicted users as well.

Thus, the correlation analysis demonstrates the following results: positive correlation between the directions in learning motivation and school motivation (r =0.840**; p<0.01) – the greater a person's focus on learning motivation, the higher school motivation; positive correlation between the directions in learning motivation and motivation to succeed (r =0.749**; p<0.01) – the greater a person's focus on learning motivation, the greater the motivation to succeed; negative correlation between the directions in learning motivation and the level of Internet addiction (r = -0.757**; p<0.01) – the greater a person's focus on learning motivation, the lower the level of Internet

addiction; negative correlation between school motivation and the level of Internet addiction (r = -0.689**; p<0.01) – the greater a person's school motivation, the lower the level of Internet addiction; negative correlation between motivation to succeed and the level of Internet addiction (r = -0.652 **; p<0.01) – the greater a person's motivation to succeed, the lower the level of Internet addiction. One can also identify Internet addicts' affiliative motivation, that is their desire to be surrounded by other people. This is because the tendency towards affiliation increases when a person is involved in a potentially dangerous stressful situation. At the same time, the presence of other people allows one to check the chosen behaviour and the nature of reactions to complex and dangerous circumstances. It, to some extent, can lead to a direct reduction in anxiety, mitigating the effects of physiological and psychological stress.

3. The internet world network as a tool to influence drug addiction

There is a clear direct proportional dependence of the increase in the general prevalence of addictions in periods of social upheavals, transitional and crisis periods of history. The most important reasons behind addictive forms of behaviour in Ukraine are the following: socio-economic crisis; axiological and ideological crisis; social stratification; the expansion of Western culture and the promotion of Western lifestyle; statutory and regulatory crisis; active use of the latest communication technologies.

Nowadays, the issue of drug addiction, which is a consequence of drug trafficking, is one of the most acute in Ukraine and most countries. Drug addiction is a disease taking and destroying people's lives and threatening to destroy the nation. Non-medical use of psychoactive substances, especially among young people, has become the most global problem of today. According to the World Health Organization, when the drug addiction rates of the country's population reach 7%, there occur irreversible processes of social degradation in society. Besides, antisocial and mostly criminal mechanisms for regulating social relations begin to operate. In Ukraine, 317.000 people inject drugs, of which 278.318 are opioid and mixed drug users (the opioid group being the main one). In 2019, the number of Ukrainian teenage girls who use drugs increased[14].

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[14] Бугайова Н. М. Психологічні закономірності розвитку адикцій в онтогенезі. Проблеми загальної та педагогічної психології. Т. XII,ч. 4. С. 48–56.

Every second teenager learns about drugs from the media, the Internet, or certain television programmes and movies that are the main sources of information today. Advertising and promotion of drugs or psychotropic substances are not controlled by the state. Consequently, drug sellers can avoid liability for their illegal actions. Any Internet user, including teenagers, can easily obtain detailed instructions on how to make drugs and psychotropic substances at home, including drugs freely sold in pharmacies. Besides, drugs are promoted through the distribution of relevant literature, leaflets and can be sold via the Internet. There are websites advertising tours to the Netherlands, so-called "drug tourism", and telling about drugs which can be bought in coffee shops and the services of guides who can help to buy them[15]. Moreover, "drug culture" is being imposed on young people. As a result of such propaganda, more and more consumers on the way to drug addiction are being involved in the consumption and illicit trafficking of narcotic drugs and psychotropic substances. It leads to the creation of a stable demand for narcotic drugs and psychotropic substances, as well as the expansion of the market for their illegal sale. There emerge new psychoactive substances which are either manufactured in Ukraine or enter the country illegally and are actively distributed on the Internet. These substances are synthetic analogues or derivatives of existing drugs and psychotropic substances that are not yet included in the list of "prohibited" substances. It is important to note that approximately 80 types of new psychoactive substances have become widespread in Ukraine in recent years. Such aspects as low cost, availability and various methods of use contribute to their rapid spread. Unfortunately, the main consumers of these substances are young people aged between 14 and 25. They believe it is safer to use new psychoactive substances than tobacco and alcohol. Such a situation is much facilitated by the "black marketing" of drug dealers.

The negative impact of new psychoactive substances on the addict's psyche can be more serious than that of traditional drugs. Indeed, they contribute to the disorder of mental abilities, and their long-term use leads to personal degradation. In the physiological context, the use of such substances is no less dangerous since almost all organs and tissues of the body suffer. It can result in cardiac arrest,

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[15] Наркотична столиця Європи. Ларрі Колінз. URL: http://www.diary.ru/~MIF-zgyri/p66178289.htm?oam

pulmonary oedema, cerebral haemorrhaged, kidney failure and more. An overdose of these substances in general can be fatal for the life of the addict[16]. One cannot be prosecuted for their distribution while they are essentially a "legal" alternative to previously banned substances[17].

There are two areas of networking which affect drug addiction in different ways, namely pro-drug and anti-drug. Pro-drug resources have a huge number of webpages. The advertising of drugs, their analogues and lifestyle associated with their consumption has become widespread on the Internet. Search servers keep statistics of the most visited sites on various topics, and pro-drug servers are almost everywhere in the top ten. There are servers containing a large amount of text, describing in detail different types of drugs and psychedelic experiences and encouraging their use. The Internet acts as a communicative field and is actively used as an interactive anonymous information channel. Most popular pro-drug sites have "chat rooms", namely, interactive pages where one can communicate in real-time on exciting topics for drug users (how much they cost; where to obtain them; how to consume them; what is the meaning of life) without any restrictions. Besides, there are numerous thematic online conferences via email or social networking.

An anonymous online survey of fourth-year students from Uzhhorod National University aimed to identify channels for obtaining information about addictions and addictive behaviour. It involved 64 senior students: girls – 56.5% and boys – 43.5% aged between 19 and 24.

The answers to the question "Which of the following addictions do you know?" are as follows: 95.7% of respondents are aware of chemical and non-chemical types of addictions; 65.2% of them are familiar with gambling addictions and 73.9% of them – with food addictions; 17.4% of respondents know about urgency addictions and 56.5% of them – about adrenaline addictions. Thus, young people are aware of the main types of addictive behaviour.

Regarding the question "Who or where did you first learn about most addictions from?", the answers are as follows: from parents – 30.4%; in school – 47.8%; from the Internet – 73, 9%; from friends – 43.5%; from a certain subculture – 21.7%, from television – 4.3%. Thus, the Internet is the main source of information.

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[16] Глобальна інформаційна мережа Інтернет: джерело наркоманії та наркобізнеса. URL: http://www.slavmir.ru/arhiv98/sib35noi.htm#3

[17] URL: https://ua.112.ua/suspilstvo/bilshist-novykh-psykhoaktyvnykh-rechovyn-postupaie-na-rynok-iak-lehalni-analohy-tradytsiinykh-narkotykiv-kikhtenko-452386.html

At the same time, 65.2% of respondents, when answering the question "Do you pay attention to advertising?", indicated that they paid attention only to advertising interesting to them, and 34.8% of them did not pay attention to advertising at all.

Concerning the question "Do you follow the world trends (fashion, technology)?", 17.4% of respondents answered "yes" and 82.6% "no". As for the question "How much money are you willing to pay to be in trend?", the answers ranged from 4.000-5.000 hryvnias to 1.000 US dollars. Still, 61.6% of respondents are not willing to spend money to do that. Thus, one can see that respondents do not pay much attention to advertising and trends, and the impact of consumer culture is minimal.

It is important to note that 30.4% of respondents always pay attention to the warnings following alcoholic beverages, tobacco products and medicines; 13% of them pay attention only situationally; 30.4% of respondents cannot answer and 26.1% do not pay attention to such warnings. Thus, almost half of the students do not pay attention to the consequences of using certain substances.

The question "Are any of your acquaintances or friends addicts?" presents the following answers: yes − 65.2%; no − 8.7%; cannot − answer 26.1% . It proves that most respondents have addict friends.

As for the question about belonging to a certain subculture, the majority of answers were as follows: no − 78.3%; yes − 21.7%. Regarding the respondents of addictive behaviour belonging to subcultures, only 10% of them answered "yes".

At the same time, 95.7% of respondents tried alcohol and 4.3% of them did not; 34.8% of respondents tried drugs and 65.2% of them did not. It must be noted that the age between 16 and 20 is mostly associated with the first trying of drugs.

The survey shows that the majority of respondents (52.2%) believe they are difficult to influence, whereas 26.1% of them can be influenced only partially; 17.4% of respondents cannot be influenced and 4.3% of them are easy to influence. Concerning the question "If you are ever encouraged to drink alcohol, will you drink it, even if you do not want to?", the results are the following: 30.4% − rather no than yes; 17.4% − rather yes than no; 51.2% − no. In the case of drugs, 8.7% of respondents chose the answer "rather no than yes", and 91.3% of them chose "no".

Interestingly, 54.5% of respondents do not know where to buy drugs and 45.5% of them do. It means that almost half of the

respondents, even those who have never used drugs, know where to buy drugs. As for the question "Do you consider yourself addicted", the majority of respondents (69.6%) answered "no". However, 21.7% of respondents consider themselves addicted and 8.7% of them find it difficult to answer this question.

Most respondents (60.9%) oppose the legalization of drugs, whereas 30.4% of them believe it necessary. At the same time, 4.3% of respondents are for the legalization of soft drugs and 1% of them cannot answer. Regarding drug use motives, 43% of respondents like to do it; it was interesting to try psychoactive substances for 27% of respondents; 24% of them could not explain their motives and 6% of them wanted to keep up with their friends.

Given its religious, cultural and ethnic peculiarities, Transcarpathian region is one of the Ukrainian regions least affected by drug addiction, with the smallest number of registered drug addicts among other regions of Ukraine. There are about 840 of them in the whole region, although official statistics do not reflect the real situation. Of particular concern is the fact that drug addiction in the region mainly affects young people: pupils, students and people under 35-40 years old. In addition to traditional marijuana smoking, the use of synthetic, so-called disco drugs has increased lately. The desire to experience unusual feelings and try something others know is strengthened by the desire to be like everyone else. The environment significantly affects a young person's attitude towards drugs. However, the important role of such a personal trait as conformism in this process becomes obvious. It makes a young person, on the one hand, more susceptible to the influence of others. On the other hand, it causes uncritical thinking and overconfidence. The next factor reflects the needs of a young person to cope with stress and change his or her physical condition. At the same time, it is obvious that the use of drugs as a way to cope with the load is a tribute to youth fashion, which is another factor reflecting the impact of information on young people's attitudes towards drugs. Finally, the lack of knowledge about the consequences of drug use, as well as distorted values and priorities, has become a fertile ground for the influence of information, which creates a positive attitude of young people towards drugs.

CONCLUSIONS

In his work "The End of History and the Last Man", American researcher F. Fukuyama[18] notes that the onset of the post-industrial era has been marked by the spread of Western consumer culture in its various forms. This culture is characteristic of dehumanization, one's transformation into *homo consumens*, who identifies oneself through the list of goods one consumes. A human ceases to be human and becomes a consumer unit. The social value and significance of a person in this culture are reduced to the size of his or her consumer basket, and the traditional values of love, honour, dignity and nobility give way to "commodity incentives" that should replace what has no price.

Addictive behaviour of young people is becoming more and more acute as a social problem. The addictive way of human interaction with reality occurs in the form of escape from reality consciously (or not consciously). It is chosen by those who treat reality negatively and in opposition, believing themselves unable to adapt to it. At the same time, alcohol, drugs and the Internet help to get out of boredom, psychological "emptiness", unemployment, inactivity and overcome difficulties. Nowadays, there is a rapid development of addictive behaviour around the world, as evidenced by the constant increase in national and international research on this phenomenon. There emerge new types of addictive behaviour caused by the complexity of the social environment (the emergence of consumer culture and the technical development of communication links), namely, informatization and consumerism. New types of addictive behaviour are beginning to compete with new types, such as gaming and computer addiction. Researchers around the world are sounding the alarm about the deepening problem of Internet addiction among young people since the main danger is that a pathological addiction to the Internet can lead to serious consequences and depression. Concerning new types of addictive behaviour, traditional forms and means of social control have become helpless and ineffective. The public danger is drug advertising and propaganda, which spread uncontrollably and "en masse" through the electronic media.

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[18] Фукуяма Ф. Конец истории и последний человек. URL: http://www.nietzsche.ru/ influence/philosophie/fukuama/

SUMMARY

It is undeniable that the modern society of consumerism has replaced cultural values with standards of mass culture based on primitive hedonistic instincts propagated by the media and disseminated through the Internet. The creation of a global information space and communication network, which are an important indicator of modern civilization, has led to the phenomenon of an illusory world where the imaginary and real worlds merge. It acts as a suggestion of a mental attitude about the need to enjoy life. People are told that the most important thing in life is purpose and meaning. Pathological culture becomes a condition for creating addictive behaviour in response to the conflict between human and society. Therefore, the average person ceases to be himself or herself; his or her existence is reduced to social functioning. The problem is whether he or she can preserve the independence of the inner world with his or her values, i.e. cultural identity.

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