

Social Media Scrolling as a Maladaptive Strategy for Coping with Boredom

Скролінг соціальних мереж як дезадаптивна стратегія подолання нудьги

***Zaviazkina Nataliia**

Dr. in Psychology, Professor,
Professor of the Department of Clinical Psychology,
Kyiv Institute of Modern Psychology and Psychotherapy,
Kyiv, Ukraine
E-mail: nmuz@ukr.net
ORCID ID: <https://orcid.org/0000-0001-5565-8959>

Завязкіна Наталія

Доктор психологічних наук, професор,
професор кафедри клінічної психології,
Київський інститут сучасної психології та психотерапії,
м. Київ, Україна

Parkhomenko Daryna

Master of Psychology,
Kyiv Institute of Modern Psychology and Psychotherapy,
Kyiv, Ukraine
ORCID ID: <https://orcid.org/0009-0002-4738-2782>
E-mail: daryna.prkh.psy@gmail.com

Пархоменко Дарина

магістр психології,
Київський інститут сучасної психології та психотерапії,
м. Київ, Україна

Editorial correspondence address e-mail: kpnu_lab_ps@ukr.net

Copyright: © Zaviazkina Nataliia, & Parkhomenko Daryna

*Corresponding Author: ZAVIAZKINA NATALIIA, e-mail: nmuz@ukr.net



The article is licensed under **CC BY-NC 4.0 International**

(<https://creativecommons.org/licenses/by-nc/4.0/>)

© Zaviazkina Nataliia, & Parkhomenko Daryna

DOI (article): <https://doi.org/10.32626/2227-6246.2026-67.266-286>

Author's contribution: Zaviazkina Nataliia – 50%, Parkhomenko Daryna – 50%
Авторський внесок: Завязкіна Наталія – 50%, Пархоменко Дарина – 50%

ABSTRACT

The article investigates the psychological mechanisms of social media scrolling and its functioning as a maladaptive coping strategy for dealing with boredom. For a long time, boredom was not considered an independent psychological phenomenon and lacked a clear definition in scientific literature. Today it is defined as "the aversive state of wanting, but being unable, to engage in satisfying activity" (Eastwood et al., 2012). This tendency is also evident in Ukraine, particularly among young people who often use social media and the Internet as a form of escape from reality, which makes the study of this phenomenon particularly relevant.

Aim of the article. *The aim of the article is to empirically examine the relationship between experiences of existential boredom and social media scrolling as a maladaptive coping strategy.*

Methods. *The research employed theoretical analysis and empirical methods, including an author-developed questionnaire for assessing the subjective frequency of boredom, the Purpose-in-Life Test (J. Crumbaugh & L. Maholick), the Social Media Addiction Scale, and the Coping Strategy Indicator (CSI). Statistical analysis was conducted using descriptive statistics in the Jamovi software package. The study involved 105 respondents.*

Results of the research. *The empirical findings reveal a statistically significant relationship between boredom proneness and problematic social media use. The results indicate the ineffectiveness of scrolling as a strategy for emotional regulation and coping with boredom, demonstrating a correlation with increased levels of anxiety and fatigue. The study also outlines prospects for applying the obtained results in clinical practice.*

Conclusion. *The research revealed a statistically significant association with the coping strategy of avoidance, indicating that users tend to use social networks as a means of psychological and emotional disengagement rather than active problem solving. Instead of providing recovery and rest, prolonged scrolling correlates with increasing levels of fatigue and anxiety. The results have practical significance for clinical psychology and psychological counselling.*

Key words: *boredom, social media scrolling, maladaptive coping, meaning-in-life orientations, social networks, addiction, personality, psychological assessment.*

Introduction

Social media have undoubtedly become an integral part of the modern world. According to data from the global analytical platform DataReportal, as of January 2025, there were approximately 21.60 million social media user identities in Ukraine (user accounts that were active on at least one social media platform within the past month), while the global figure reaches approximately 5.24 billion, accounting for 63.9% of the world's population (Kemp, 2025). Although the average user spends more than two hours per day on social media (Kemp, 2025), this time is not homogeneous, as it is distributed between active, goal-directed communication and passive scrolling (Verduyn et al., 2017). At the same time, despite the wide availability of entertainment, people experience boredom more than ever before (Tam, & Inzlicht, 2024). This trend is also evident in Ukraine, particularly among young people, who often use social media and the internet as a means of “escaping” reality (Fedortsiv et al., 2025).

Although the association between boredom and social media use is well established, most studies focus primarily on identifying this relationship rather than examining the mechanisms underlying it. There is a lack of research that conceptualizes scrolling not merely as a consequence of boredom, but as a specific psychological coping strategy, often maladaptive in nature, that is consciously or unconsciously chosen to deal with this state.

In particular, it is important to consider that social media use is not a homogeneous phenomenon. In scientific research, a distinction is made between active interaction with content and its passive consumption, particularly in the form of aimless scrolling (Verduyn et al., 2017). While active use involves goal-directed communication and information exchange, passive use is characterized by the absence of a clear purpose and a lower level of awareness.

In this context, scrolling should be considered not only as a form of leisure, but as a specific behavioural response to bore-

dom. Its characteristic features include automaticity, the absence of a clearly defined conscious goal, and rapid shifts of attention. Such interaction with content does not involve deep cognitive engagement, which limits its effectiveness as a way of coping with this state.

The characteristics of social media functioning create conditions for maintaining such behaviour over extended periods of time. The format of a continuous content feed allows users to remain engaged in the viewing process without the need to make decisions about stopping, which supports the persistence of a passive mode of interaction. In this sense, scrolling acquires features of a repetitive behavioural response that may become established as a habitual way of reacting to boredom.

At the same time, it is important to consider boredom not only as a negative state, but also as a psychological signal. Within the existential approach, it is associated with the experience of a loss or absence of meaning, reflected in the concept of the "existential vacuum" (Frankl, 2016). Contemporary research also emphasizes that boredom signals a mismatch between current activity and the individual's internal needs, particularly the need for engagement or meaningfulness (Tam, & Inzlicht, 2024). Thus, it may serve an adaptive function by motivating changes in activity.

However, the realization of this function depends on the ways individuals choose to respond. In cases where, instead of changing the situation, strategies aimed at avoiding the experience are employed, maladaptive coping patterns are formed (Lazarus, & Folkman, 1984; Amirkhan, 1990). Such strategies do not alter the situation itself, but only temporarily reduce the intensity of the experience.

In this context, social media scrolling can be considered one of the forms of avoidance. It allows for shifting attention and reducing the subjective intensity of boredom, but does not contribute to eliminating its underlying causes. As a result, repeated return to this behaviour occurs, which may reinforce its persistence.

Thus, analysing scrolling through the lens of coping strategies allows for a broader understanding of this phenomenon. This approach makes it possible to consider it not only as a behavioural habit or an element of digital behaviour, but also as a specific way of responding to boredom, which has both psychological preconditions and consequences for further functioning of the individual.

Accordingly, the scientific novelty of this study lies in examining social media scrolling through the lens of coping strategies. This approach has important practical implications, as it allows shifting the focus from addressing gadget addiction to fostering adaptive ways of experiencing boredom, which, in turn, may reduce the very need for their excessive use.

The aim of the article is to examine the relationship between indicators of existential boredom and social media scrolling as a form of maladaptive coping.

The problems of the study are as follows:

To analyse the theoretical foundations of boredom, the classification of coping strategies, and the psychological aspects of scrolling as a maladaptive coping strategy; to determine the correlational relationship between indicators of existential boredom and social media scrolling; to identify the features of problematic social media use in groups of respondents with different patterns of experiencing boredom; and to substantiate the relationship between social media scrolling and maladaptive coping strategies.

Methods of the research

To achieve the aim of the study and address the defined problems, a comprehensive approach combining theoretical (analysis, synthesis, and generalization of scientific literature) and empirical methods was applied. The research design was aimed at examining scrolling not only as a habit or a form of leisure, but as a specific behavioural strategy for coping with boredom.

The research instruments included an author-developed questionnaire and three standardized psychodiagnostic measures. The author-developed questionnaire made it possible to capture aspects of the experience of boredom and social media use that are not covered by standardized instruments. It consisted of three content blocks. The first block was aimed at distinguishing between instrumental social media use and aimless scrolling. The second block focused on assessing the frequency of boredom and identifying its type according to the classification proposed by T. Goetz, N.C. Hall, M. Krannich (Goetz, Hall, & Krannich, 2019). The third block concerned the subjective assessment of the psycho-emotional consequences of scrolling, in particular levels of fatigue and anxiety.

To analyze the existential aspects of boredom, the Purpose-in-Life Test (PIL) (adapted by D.O. Leontiev) was used, based on the principles of V. Frankl's logotherapy, where boredom is considered a manifestation of the existential vacuum. In this study, the total PIL score was used, reflecting the level of life purpose formation and satisfaction with the process of self-realization.

The level of problematic social media use was assessed using the Social Networking Addiction Scale (SNAS) (Shahnawaz, & Rehman, 2020; adapted by Sevostianov et al., 2024). The analysis employed the total score, reflecting the degree of cognitive preoccupation with social media activity and emotional discomfort in the absence of access to it.

Coping strategies were assessed using the Coping Strategy Indicator (CSI) (J. Amirkhan, 1990; adapted by N.S. Sirota), which allows for the identification of three main coping strategies: problem solving, seeking social support, and avoidance. In this study, particular attention was paid to the avoidance strategy.

Statistical data analysis was conducted using the Jamovi software package (version 2.6.44). The reliability of the measures was assessed using Cronbach's alpha, yielding values of 0.885 for the PIL scale and 0.831 for SNAS, indicating high

internal consistency. Normality of distribution was tested using the Shapiro–Wilk test. Since most variables deviated from normal distribution, non-parametric statistical methods were used in further analysis. Specifically, Spearman’s rank correlation coefficient was applied to assess relationships. Group comparisons were conducted using one-way analysis of variance with Welch’s correction.

Results and Discussion

For a long time, boredom was not considered a distinct phenomenon and lacked a clear definition in the scientific literature; however, today it has a more clearly established conceptualization. Boredom is defined as “an aversive state of wanting, but being unable, to engage in satisfying activity” (Eastwood et al., 2012 : 483). Thus, the key components of boredom include its aversive nature as an unpleasant experience, the presence of a motivational drive to act, and a cognitive mismatch reflected in the inability to direct attention toward a specific activity that would provide satisfaction.

Several approaches can be distinguished in understanding the nature and functioning of boredom.

The cognitive approach primarily focuses on attentional processes. According to Eastwood et al. (Eastwood, Frischen, Fenske, & Smilek 2012), boredom arises under three conditions: the inability to successfully engage attention, awareness of this inability, and the perception of the environment as the source of this aversive state. This approach is the most consistent with the aforementioned definition of boredom.

According to the functional (or evolutionary) approach, boredom is considered a mechanism that signals the inefficiency of current activity. Bench and Lench (Bench, & Lench, 2013) suggest that boredom motivates individuals to search for new goals when previous ones lose their value. From this perspective, boredom performs an adaptive function by prompting behavioural change and encouraging the pursuit of more meaningful activities.

The existential approach expands the understanding of boredom by linking it to fundamental questions concerning the sense of meaning in life (Frankl, 2016 : 116). Contemporary research also indicates that boredom signals a lack of meaning in the current situation and motivates individuals to take action in response (Tam, & Inzlicht, 2024).

When considering the phenomenology of boredom, it is important to analyze how it is experienced. Research by Goetz et al. (Goetz et al., 2014) demonstrates that boredom is not a homogeneous state but includes five distinct subtypes, differentiated and based on the dimensions of valence and arousal.

It is also essential to distinguish boredom from other similar but non-identical states. Boredom can be confused with a lack of interest; however, these concepts are not interchangeable (Goetz, Hall, & Krannich, 2019 : 466). A state that may also be confused with boredom is apathy; however, it represents the opposite at the motivational level, as it is characterized by a lack of desire and motivation to act, whereas boredom reflects the presence of desire without the ability to realize it. Boredom should not be equated with depression, which may include chronic boredom but is a pervasive condition. Thus, boredom appears as a complex and multidimensional psychological phenomenon.

Empirical studies consistently confirm that boredom is one of the central motivations for digital media use. Systematic reviews (Tagliaferri et al., 2025) and meta-analyses (Camerini et al., 2023) indicate that boredom proneness is associated not merely with general usage time, but specifically with problematic use. Moreover, research by Thorell et al. (Thorell et al., 2024) shows that although escape-related motives, including coping with boredom, are among the least frequently reported, they demonstrate the strongest associations with symptoms of social media disorder.

Our empirical study was conducted in a remote format using the Google Forms platform, in accordance with all ethical standards and the principle of voluntary participation. Respondents

© Zaviazkina Nataliia, & Parkhomenko Daryna

DOI (article): <https://doi.org/10.32626/2227-6246.2026-67.266-286>

were informed about the anonymity and confidentiality of the provided information. At the stage of initial data processing, 6 questionnaires were excluded from the total of 111 responses due to a high number of missing values or indications of random completion, which allowed for increasing the validity of further analysis. Thus, the final statistical analysis included 105 respondents ($N = 105$), each of whom is an active user of at least one social media platform.

The sociodemographic profile of the sample is characterized by a certain gender imbalance: 88.6% (93 individuals) were women, 10.5% (11 individuals) were men, and 0.9% (1 individual) preferred not to disclose their gender. The age structure of the sample is balanced and covers different stages of adulthood, allowing for the investigation of problematic social media use not only among younger individuals but also among older age groups. Specifically, 25.7% of the sample (27 individuals) represented early adulthood (18–24 years), 17.1% (18 individuals) were in the stage of transition to adulthood (25–34 years), and the core of the sample, 29.5% (31 individuals), consisted of individuals in early middle adulthood (35–44 years). Participants aged 45 years and older were combined into a single category to ensure the validity of further statistical analysis, comprising 27.6% of the sample (29 individuals).

The analysis of digital behaviour revealed an interesting discrepancy between general social media use and scrolling behaviour. Although Telegram is the leading platform in terms of regular use (92.4%), respondents reported that it rarely provokes aimless scrolling (only 4.8% identified it as the primary platform for scrolling). This suggests that Telegram is perceived primarily as a communication tool.

In contrast, TikTok, which is used by only half of the sample (50.5%), ranked first as a platform for scrolling (32.4%). This may be explained by its high addictive potential associated with the characteristics of its algorithm, including short-form video content (typically up to one minute in duration) and the

possibility of increasing playback speed. The second position is occupied by Instagram (27.6%), followed by Facebook (20.0%).

This discrepancy between general social media use and their use specifically for scrolling indicates a functional difference between platforms. Some platforms primarily serve an instrumental function related to communication and information exchange, while others function as environments for passive content consumption. Accordingly, the nature of content and the way it is presented may determine whether a platform is used for aimless scrolling.

Results of the screening indicate that boredom is a relevant state for the majority of participants: 42.9% of respondents experience it occasionally (several times a week), and nearly 22% report experiencing it frequently or very frequently. This suggests that the sample is appropriate for examining how boredom is transformed into the behavioural act of scrolling. Such a frequency indicates that boredom is a typical part of respondents' everyday experience. Accordingly, boredom may function not as an occasional, but as a regular trigger for turning to social media as an accessible way to change one's current state.

To gain a deeper understanding of the psychological mechanisms underlying scrolling, not only the frequency but also the qualitative features of boredom were analysed. The most prevalent type was searching boredom (27.6%), characterized by mild restlessness and a tendency to seek activity. The second most common type was indifferent boredom (25.7%), experienced as a state of calmness and a lack of motivation to change the situation. A substantial proportion of the sample reported other forms of boredom: apathetic boredom (18.1%), associated with feelings of emptiness and low energy, and reactant boredom (12.4%), characterized by strong irritation and a desire to escape the situation. Additionally, 16.2% of respondents identified their state as calibrating boredom, described as a condition of uncertainty and wandering thoughts without active engagement.

These findings indicate that boredom in the sample manifests in multiple forms and cannot be considered a homogeneous state. Accordingly, different types of boredom may be associated with differences in behavioural responses, particularly with the tendency to use social media as a coping strategy.

Statistical analysis of the obtained empirical data was conducted using the Jamovi software package (version 2.6.44). According to the characteristics of the data distribution, non-parametric methods were applied to test the hypotheses. The reliability of the scales was assessed using Cronbach's alpha coefficient. Spearman's rank correlation coefficient was used to examine relationships between variables. One-way analysis of variance and descriptive statistics methods were also applied.

The primary objective was to determine whether a high level of addiction is indeed a direct consequence of the "existential vacuum", understood as a low level of meaning in life. Contrary to theoretical assumptions, the statistical analysis did not reveal a significant direct relationship between the overall score of the Purpose-in-Life Test (PIL) and the addiction scale ($r = -0.169$; $p = 0.084$). The lack of statistical significance ($p > 0.05$) indicates that the level of meaning in life, in itself, is not a direct predictor of the time a person spends on social media. This may suggest that defining boredom exclusively within the existential approach is too general and does not directly regulate situational, impulsive user behaviour in the "here and now".

In contrast, the analysis of individual situational indicators proved to be more informative. In particular, a statistically significant positive relationship was found between the level of addiction and the subjective frequency of experiencing boredom ($r = 0.313$; $p = 0.001$). This confirms that the trigger for scrolling is not so much an abstract loss of life orientation as a situational experience of boredom – a state in which a person is unable to find a satisfying activity at a given moment. The obtained results suggest that the existential sense of fulfilment and the presence of life goals do not necessarily imply an individual's

ability to resist the algorithms of digital consumption; rather, a decisive role is played by the ability to cope with discomfort in the present moment.

It is also noteworthy that the frequency of thoughts about the meaning of life is positively correlated with addiction ($r = 0.251$; $p = 0.010$). In other words, respondents who more frequently reflect on questions of meaning and life goals demonstrate a greater tendency toward problematic social media use. To clarify the nature of these reflections, this variable was compared with the results of the Purpose-in-Life Test, which revealed a significant negative relationship ($r = -0.257$; $p = 0.008$). This allows us to conclude that, in the studied sample, frequent thoughts about the meaning of life are associated not with its presence, but with a deficit in the sense of meaning. It is this state of internal restlessness that respondents attempt to compensate for or suppress through social media scrolling, which, in this context, performs the function of psychological distraction.

In addition to quantitative indicators, the qualitative characteristics of the emotional state are of fundamental importance. To examine whether specific types of boredom make individuals more vulnerable to scrolling, a one-way analysis of variance (ANOVA) was conducted.

The results revealed statistically significant differences between groups ($F(4, 42.3) = 2.75$; $p = 0.040$), confirming the hypothesis that different types of boredom are associated with varying levels of addictive potential. This indicates that not only the presence of boredom itself, but also its qualitative nature is related to differences in respondents' behavioural reactions.

A detailed analysis of mean values (Fig. 1) showed that the highest level of addiction was observed among respondents prone to so-called "calibrating boredom" ($M = 37.7$). This state is characterized by confusion, uncertainty, and unstructured wandering of thoughts, which individuals tend to escape from. In this context, social media function as an external regulator that structures attention in place of the individual.

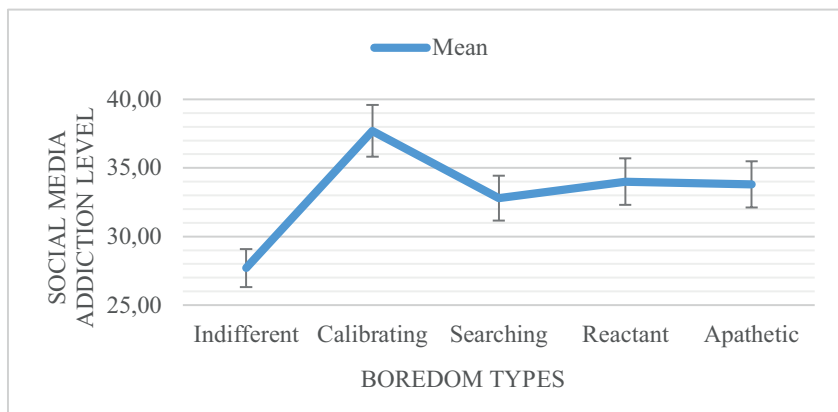


Figure 1. Indicators of social media addiction levels in respondents with different boredom types

These results suggest that difficulties in the self-organization of attention and the internal direction of activity are key factors increasing vulnerability to scrolling. In situations where an individual is unable to determine where to direct their activity, digital content functions as a ready-made structure that requires no effort.

Elevated scores were also observed in groups characterized by reactant ($M = 34.0$) and apathetic ($M = 33.8$) boredom, indicating the role of emotional discomfort as a trigger for turning to social media. In these cases, scrolling may serve the function of reducing tension or providing distraction from an unpleasant state.

At the same time, the lowest level of addiction was observed among respondents with indifferent boredom ($M = 27.7$). This can be explained by the fact that indifferent boredom is conceptualized not as an aversive state, but rather as a state of calmness and relaxation; therefore, it does not generate the internal tension or discomfort that would motivate individuals to alleviate it through digital devices.

Thus, different types of boredom are associated not only with the intensity of the experience, but also with varying needs for external regulation of one's state. This is directly reflected in the frequency of social media use and supports the interpretation of scrolling as a response to uncertainty and an inability to self-direct attention during moments of boredom, rather than merely a reaction to the availability of free time.

The next stage of the analysis involved testing the assumption that problematic social media use functions as an avoidance mechanism. The results confirmed this assumption. A statistically significant positive correlation was found with the "Avoidance" coping strategy ($r_s = 0.249$; $p = 0.010$). This indicates that respondents who tend to distance themselves – either physically or psychologically – from life difficulties, rather than actively addressing them, demonstrate higher levels of addiction. In this context, scrolling serves as a convenient and readily accessible means of escaping reality. These findings suggest that social media use may function as a form of psychological distraction, allowing individuals to temporarily reduce emotional discomfort without contributing to the resolution of the underlying problem.

A weak but statistically significant correlation was also observed with the "Seeking Social Support" strategy ($r_s = 0.203$; $p = 0.038$). This may be explained by the nature of social media platforms, which are primarily designed for communication. As such, individuals with higher levels of problematic use may attempt to compensate for a lack of support in real life through virtual interaction. In this case, the search for support may coexist with avoidance, without leading to actual problem resolution.

At the same time, the "Problem Solving" strategy showed no statistically significant relationship with addiction ($p > 0.05$). The absence of a correlation with this proactive coping strategy further emphasizes the passive nature of scrolling, where digital devices are used more as an automatic means of distraction than as a deliberate tool for addressing problems.

To further examine the nature of this response, we analysed the relationship between the level of addiction and the likelihood of using a smartphone in response to boredom (based on the questionnaire item: “When you feel bored, how likely are you to pick up your phone to scroll through social media?”). The analysis revealed a statistically significant positive correlation ($r_s = 0.293$; $p = 0.002$). This finding indicates that as the level of addiction increases, social media use in situations of boredom becomes more automatic, gradually shifting from a leisure choice to a habitual response pattern. In such cases, a stable association is formed, whereby the experience of boredom triggers an almost automatic turn toward social media.

The final stage of the study aimed to determine whether scrolling functions in the way it is commonly used – as a means of relaxation and emotional regulation. To examine this, we compared the overall scores on the social media addiction scale with respondents’ self-reported well-being after scrolling, as well as their subjective evaluations of how effectively social media helps them cope with these states.

The analysis revealed a notable paradox. First, if scrolling were an adaptive and beneficial strategy, an increase in time spent online (and, accordingly, a higher level of addiction) would be expected to correspond with a decrease in anxiety and fatigue. However, the opposite trend was observed: although the correlations did not reach statistical significance, they were positive ($r_s = 0.147$ for anxiety and $r_s = 0.110$ for fatigue). This suggests that social media use does not contribute to recovery or the reduction of emotional tension and, in some cases, may even be associated with increased emotional exhaustion. These findings indicate that this form of regulation is ineffective in the long term.

Second, an important indicator of maladaptiveness is the absence of a relationship between the level of addiction and the subjective evaluation of its usefulness ($r_s = -0.017$; $p = 0.864$). This result points to the irrational nature of the behaviour, sug-

gesting that excessive social media use persists regardless of whether individuals perceive it as effective. It also indicates that scrolling may function independently of conscious evaluation of its outcomes.

Third, the subjective perception of scrolling as ineffective is associated with a deterioration in well-being: higher levels of fatigue ($p = 0.044$) and anxiety ($p = 0.040$) are linked to a greater likelihood of reporting that social media does not help or even worsens one's condition. This suggests that in moments of increased need for recovery, this form of regulation may be particularly ineffective.

Thus, the obtained results confirm the maladaptive nature of the phenomenon under study: scrolling acts as an accessible form of distraction that creates an illusion of engagement but does not contribute to the reduction of emotional strain. One of the most notable and somewhat unexpected findings is the absence of a direct protective effect of a general sense of meaning in life on the level of social media addiction, highlighting the dominant role of situational emotional states in shaping this behaviour.

Conclusions

The relevance of the present study is driven by the paradoxical situation that has emerged in the modern digital environment. Despite broad access to entertainment and information, the phenomenon of boredom does not disappear; rather, it transforms and prompts users to seek immediate ways to alleviate this state. In this context, social media scrolling has ceased to be merely a form of leisure and has acquired the features of a specific mechanism for regulating emotional and psychological states, which, however, often functions in a destructive way.

The results of the empirical study made it possible to deepen the understanding of the nature of this phenomenon and to refine previous theoretical assumptions. In particular, it was found that the key trigger of problematic social media use is not

so much a global loss of life meaning or an existential vacuum (as the direct relationship with the overall score of the Purpose in Life Test was statistically non-significant), but rather an acute situational experience of boredom in the present moment that requires immediate regulation.

Particular attention should be paid to the identified relationship between the type of boredom and the propensity for addictive behaviour. Individuals who experience boredom as a state of anxious uncertainty (“calibrating” boredom) or restless searching (“searching” boredom) were found to be the most vulnerable to the development of addictive patterns. At the same time, less intense, indifferent forms of boredom are not associated with an increased need to engage with social media, which further highlights the role of emotional tension as a key factor.

The study also empirically confirmed the assumption of the partly escapist nature of scrolling: users tend to choose social media as a means of psychological and emotional withdrawal from problems rather than their active resolution. At the same time, this form of coping does not provide effective regulation of one’s state and, in some cases, may contribute to the maintenance or even intensification of emotional exhaustion.

The practical significance of the findings is considerable for clinical psychology and counselling practice. The results can serve as a basis for the development of psychoeducational programs on digital hygiene aimed at shifting from automatic content consumption to more conscious use of technology, as well as at the prevention of digital addictions.

Literature

Федорців О., Черноמידз А., Черноמידз І., Черноמידз Ю. Інтернет-залежність, залежність від соціальних мереж та смартфонів як елемент адиктивної поведінки підлітків. *Психосоматична медицина та загальна практика*. 2025. Т. 10, № 3. <https://doi.org/10.26766/pmrg.v10i3.646>

Франкл В. Людина в пошуках справжнього сенсу. Психолог у концтаборі. Харків : Клуб Сімейного Дозвілля, 2016. 160 с.

- Bench S.W., Lench H.C. On the function of boredom. *Behavioural Sciences*. 2013. Vol. 3, No 3. P. 459–472. URL: <https://doi.org/10.3390/bs3030459>
- Camerini A.-L., Morlino S., Marciano L. Boredom and digital media use: A systematic review and meta-analysis. *Computers in Human Behaviour Reports*. 2023. Vol. 11. Article 100313. URL: <https://doi.org/10.1016/j.chbr.2023.100313>
- Eastwood J.D., Frischen A., Fenske M.J., Smilek D. The unengaged mind: Defining boredom in terms of attention. *Perspectives on Psychological Science*. 2012. Vol. 7, No 5. P. 482–495. URL: <https://doi.org/10.1177/1745691612456044>
- Goetz T., Frenzel A.C., Nett U.E., Pekrun R., Hall N.C., Lipnevich A.A. Types of boredom: An experience sampling approach. *Motivation and Emotion*. 2014. Vol. 38, No 3. P. 401–419. URL: <https://doi.org/10.1007/s11031-013-9385-y>
- Goetz T., Hall N.C., Krannich M. Boredom. In: Renninger K.A., Hidi S.E. (Eds.). *The Cambridge Handbook of Motivation and Learning*. Cambridge : Cambridge University Press, 2019. P. 465–489. URL: <https://doi.org/10.1017/9781316823279.021>
- Kemp S. Digital 2025: Global Overview Report. DataReportal. 2025. URL: <https://datareportal.com/reports/digital-2025-global-overview-report>
- Tagliaferri G., Marti-Vilar M., Frisari F.V., Quagliari A., Mari E., Burrai J., Giannini A.M., Cricenti C. Connected by boredom: A systematic review of the role of trait boredom in problematic technology use. *Brain Sciences*. 2025. Vol. 15. Article 794. URL: <https://doi.org/10.3390/brainsci15080794>
- Tam K.Y.Y., Inzlicht M. People are increasingly bored in our digital age. *Communications Psychology*. 2024. Vol. 2. Article 15. URL: <https://doi.org/10.1038/s44271-024-00155-9>
- Thorell L.B., Autenrieth M., Riccardi A., Burén J., Nutley S.B. Scrolling for fun or to cope? Associations between social media motives and social media disorder symptoms in adolescents and young adults. *Frontiers in Psychology*. 2024. Vol. 15. Article 1437109. URL: <https://doi.org/10.3389/fpsyg.2024.1437109>
- Verduyn P., Ybarra O., Résibois M., Jonides J., Kross E. Do social network sites enhance or undermine subjective well-being? A critical review. *Social Issues and Policy Review*. 2017. Vol. 11, No 1. P. 274–302. URL: <https://doi.org/10.1111/sipr.12033>

References

- Bench, S.W., & Lench, H.C. (2013). On the function of boredom. *Behavioural Sciences*, 3(3), 459–472. Retrieved from <https://doi.org/10.3390/bs3030459>

- Camerini, A.-L., Morlino, S., & Marciano, L. (2023). Boredom and digital media use: A systematic review and meta-analysis. *Computers in Human Behaviour Reports*, 11, 100313. Retrieved from <https://doi.org/10.1016/j.chbr.2023.100313>
- Eastwood, J.D., Frischen, A., Fenske, M.J., & Smilek, D. (2012). The unengaged mind: Defining boredom in terms of attention. *Perspectives on Psychological Science*, 7(5), 482–495. Retrieved from <https://doi.org/10.1177/1745691612456044>
- Goetz, T., Frenzel, A.C., Nett, U.E., Pekrun, R., Hall, N.C., & Lipnevich, A.A. (2014). Types of boredom: An experience sampling approach. *Motivation and Emotion*, 38(3), 401–419. Retrieved from <https://doi.org/10.1007/s11031-013-9385-y>
- Goetz, T., Hall, N.C., & Krannich, M. (2019). Boredom. In K.A. Renninger & S.E. Hidi (Eds.), *The Cambridge handbook of motivation and learning* (pp. 465–489). Cambridge University Press. Retrieved from <https://doi.org/10.1017/9781316823279.021>
- Kemp, S. (2025). Digital 2025: Global overview report. *DataReportal*. Retrieved from <https://datareportal.com/reports/digital-2025-global-overview-report>
- Tagliaferri, G., Martí-Vilar, M., Frisari, F.V., Quagliari, A., Mari, E., Burrai, J., Giannini, A.M., & Cricenti, C. (2025). Connected by boredom: A systematic review of the role of trait boredom in problematic technology use. *Brain Sciences*, 15, 794. Retrieved from <https://doi.org/10.3390/brainsci15080794>
- Tam, K.Y.Y., & Inzlicht, M. (2024). People are increasingly bored in our digital age. *Communications Psychology*, 2, 15. Retrieved from <https://doi.org/10.1038/s44271-024-00155-9>
- Thorell, L.B., Autenrieth, M., Riccardi, A., Burén, J., & Nutley, S.B. (2024). Scrolling for fun or to cope? Associations between social media motives and social media disorder symptoms in adolescents and young adults. *Frontiers in Psychology*, 15, 1437109. Retrieved from <https://doi.org/10.3389/fpsyg.2024.1437109>
- Verduyn, P., Ybarra, O., Résibois, M., Jonides, J., & Kross, E. (2017). Do social network sites enhance or undermine subjective well-being? A critical review. *Social Issues and Policy Review*, 11(1), 274–302. Retrieved from <https://doi.org/10.1111/sipr.12033>
- Fedortsiv, O., Chornomydz, A., Chornomydz, I., & Chornomydz, Yu. (2025). Internet-zalezhnist, zalezhnist vid sotsialnykh merezh ta smartfoniv yak element adyktivnoi povedinky pidlitkiv [Internet addiction, social media addiction, and smartphone addiction as elements of adolescents' addictive behavior]. *Psyhosomatychna medytsyna ta zahalna prakty-*

- ka – *Psychosomatic Medicine and General Practice*, 10(3). Retrieved from <https://doi.org/10.26766/pmgp.v10i3.646> [in Ukrainian].
- Frankl, V. (2016). *Liudyna v poshukakh spravzhnoho sensu. Psykholoh u kontstabori [Man's search for meaning. Psychologist in a concentration camp]*. Kharkiv.

Завязкіна Наталія, Пархоменко Дарина. Скролінг соціальних мереж як дезадаптивна стратегія подолання нудьги.

Анотація. У статті досліджено проблему психологічних механізмів скролінгу соціальних мереж та його функціонування як дезадаптивної копінг-стратегії подолання нудьги. Упродовж тривалого часу нудьга не розглядалася як окреме явище та не мала чіткої дефініції в науковій літературі, однак сьогодні вона має чітке визначення, що це «аверсивний стан бажання і, водночас, неможливості займатися задовільною діяльністю». Така тенденція є помітною і в Україні, зокрема серед молоді, яка часто використовує соціальні мережі та інтернет як спосіб «втечі» від реальності, що обумовлює актуальність обраної теми дослідження.

Мета. Емпірично встановити та довести взаємозв'язок між показниками екзистенційної нудьги та скролінгом у соціальних мережах як формою дезадаптивного копіngu.

Методи дослідження. Теоретичні, емпіричні (авторська анкета оцінки частоти суб'єктивної нудьги; тест смисложиттєвих орієнтацій (Дж. Крамбо, Л. Махолік); шкала залежності від соціальних мереж; індикатор копінг-стратегій копінг-поведінки(CSI), статистичні (описова статистика Jatovi).

Результати дослідження. В емпіричному розділі подано результати дослідження, проведеного на вибірці із 105 респондентів, що виявляють статистично значущий зв'язок між схильністю до нудьги та проблемним використанням соціальних мереж. Результати дослідження визначають неефективність скролінгу як засобу емоційної регуляції та подолання нудьги, демонструючи кореляцію зі зростанням рівня тривоги і втоми, а також окреслюють перспективи застосування отриманих даних у клінічній практиці.

Висновок. Дослідження виявило статистично значущий зв'язок зі стратегією «Уникнення», що свідчить про те, що користувачі обирають соціальні мережі як спосіб психологічного та емоційного відсторонення від проблем, а не їх активного вирішення. Доведено неефективність

такого підходу, бо замість очікуваного відпочинку і відновлення ресурсу, тривалий скролінг корелює зі зростанням рівня втоми та тривоги. Практичне значення отриманих результатів є вагомим для клінічної психології та консультативної практики.

Ключові слова: *скролінг, нудьга, дезадаптивний копінг, смислоттєві орієнтації, соціальні мережі, залежність, особистість, психодіагностика.*

Date of the first submission of the article for publication 02.12.2025

Date of the article acceptance for publication after peer review 12.03.2026

Date of publication 16.04.2026