

PREDICTORS OF INTERNET ADDICTION IN RELATION TO PROFESSIONAL STRESS AND BURNOUT IN WOMEN

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The article examines the predictors of internet addiction among women in the context of professional stress and burnout. The main focus is on identifying key factors contributing to the development of internet addiction in the professional environment. By studying psychological and occupational stressors, as well as burnout indicators, the research aims to show how these factors affect internet usage patterns and the formation of addictive behavior.

Keywords: internet addiction, professional stress, burnout, addiction predictors, women, addictive behavior.

Бұл мақалада кәсіби стресс пен эмоционалды күйзеліс жағдайында әйелдер арасындағы интернетке тәуелділіктің предикторлары қарастырылады. Негізгі назар кәсіби ортада интернетке тәуелділіктің дамуына ықпал ететін негізгі факторларды анықтауға аударылады. Психологиялық және кәсіби стрессер мен күйзеліс индикаторларын зерттеу арқылы зерттеу осы факторлардың интернетті пайдалану үлгілеріне және тәуелділік мінез-құлқының қалыптасуына қалай әсер ететінін көрсетуге бағытталған.

Түйін сөздер: интернетке тәуелділік, кәсіби стресс, эмоционалды күйзеліс, тәуелділік предикторлары, әйелдер, тәуелділік мінез-құлқы.

В статье рассматриваются предикторы интернет-зависимости среди женщин в условиях профессионального стресса и эмоционального выгорания. Основное внимание уделяется выявлению ключевых факторов, способствующих развитию интернет-зависимости в профессиональной среде. Путем изучения психологических и профессиональных стрессоров, а также индикаторов выгорания, исследование направлено на то, чтобы показать, как эти факторы влияют на паттерны использования интернета и формирование зависимого поведения.

Ключевые слова: интернет-зависимость, профессиональный стресс, эмоциональное выгорание, предикторы зависимости, женщины, аддиктивное поведение.

Introduction. In recent years, the issue of internet addiction has gained increasing significance, particularly among women facing professional stress and emotional burnout. Internet addiction is defined as excessive, uncontrollable use of the internet that negatively impacts various aspects of an individual's life, including work, personal relationships, and health. The rapid development of technology and the widespread availability of the internet have made the digital environment an integral part of both professional and personal life [1].

Internet addiction plays a special role in the context of professional stress and burnout. Professional stress is a chronic stress related to work conditions that often leads to burnout, a state of emotional, physical, and mental exhaustion. Women working in stressful environments may use the internet as a means of relieving tension and avoiding stress factors, which in turn increases the risk of addiction [2]. This relationship raises concerns about the long-term consequences of internet addiction, especially regarding mental health and workplace productivity.

Furthermore, research has shown that women are often more susceptible to developing internet-related problems due to various social and psychological factors. The interplay between stress, burnout, and internet use highlights the need for a deeper understanding of how these variables interact to affect women's mental health. This study aims to identify the predictors of internet addiction among women experiencing professional stress and emotional burnout. Understanding how professional and psychological stressors contribute to the development of addictive behavior will help create more effective strategies for preventing and combating internet addiction among women in the workplace.