

INTERNATIONAL SCIENTIFIC INNOVATIONS IN HUMAN LIFE

Proceedings of XI International Scientific and Practical Conference

Manchester, United Kingdom

11-13 May 2022

Manchester, United Kingdom

2022

PSYCHOLOGICAL SCIENCES

УДК 159.9

THE IMAGE OF THE IDEAL WOMAN OF A MODERN SINGLE MAN

Pototska Iryna,

PhD in Psychological Sciences, assistant professor
of the Department of Medical Psychology and Psychiatry

Leshchenko Valeriia,

PhD in Medical Sciences, assistant professor
of the Department of Medical Psychology and Psychiatry

Matsko Nataliia,

Assistant of the Department of Medical Psychology and Psychiatry

Ilnytskyi Henrikh,

Assistant of the Department of Medical Psychology and Psychiatry
National Pirogov Memorial Medical University, Vinnytsya (Ukraine)

In Ukraine, the number of marriages has tripled since independence. According to the World Values Survey, modern men do not prioritize family. According to statistics, every 10th Ukrainian man has never been married in 30 years. This determined the relevance of our study.

Over the last 30 years, the number of marriages in Ukraine has decreased 3 times. In 2020, 168,000 marriages were officially registered, while in 1991 the number was 493,000.

This phenomenon is observed not only in our country, but also in Europe and America. To date, the fate of adult Americans who have never been married has reached a historic high. In 2020, one in five adults aged 30 and older was never married. Modern scholars argue that this phenomenon has a cultural cause, as marriage is becoming less important from a religious and social point of view. According to national European data, the average age of marriage for women is 33 years, for men 36 years, the number of marriages has fallen to historic lows in France

and Spain and decreased in other Catholic countries such as Italy, Ireland, Poland and Portugal.

The aim of this study was to investigate the image of the ideal woman in single men. The study involved 44 single men who were never married between the ages of 32 and 40. In order to conduct the research, an author's questionnaire was created in Google form, which was posted on social networks.

We asked single men to rank the qualities that, in their opinion, should be present in their image of the "ideal" woman. The results obtained are shown in table 1.

Table 1

The results of a study of important qualities of the "ideal woman"

The important quality of the "perfect woman"	average value	rating significance
Beautiful	3,31	1
Smart, intelligent	4,36	2
Cheerful, with a sense of humor	4,72	3
Masterful, beautiful housewife	4,81	4
Caring, gentle, feminine	5,13	5
Sports, athletic	5,18	6,5
Educated, with good manners	5,18	6,5
Calm, restrained	7,5	8
Economically independent	7,6	9,5
Active	7,6	9,5

The most important quality for men in a woman is beautiful. After external beauty and attractiveness, women's intelligence are important for men. It is interesting to talk to such women, to exchange views on an event, to share experiences and opinions.

The third most important quality of the "ideal" woman was "cheerful with a sense of humor". Men find it very attractive, and sometimes even sexual, when women have a sense of humor. Many men claim that they value good humor above all else. Men like women who not only laugh at their jokes, but can also make their partner laugh.

In fourth place was the quality of the "ideal" woman as "masterful, beautiful housewife." Every man wants to come home from work after a hard day's work and to be greeted by a beautiful, well-groomed, friendly woman who creates an

atmosphere of comfort and coziness in the home, which surprises him with delicious, delicious food.

And now let's look at the qualities that took the last place in the list.

The least desirable qualities for women and men were such qualities as "calm, restrained" and "active".

Why is there such a contradiction? It would seem that one of these opposite qualities should be more and the other less significant. But the results show the opposite. It turned out that for each man it is his own individual choice. In our opinion, these qualities are more manifested in such individual personality traits as temperament, character, personality type, which is manifested exclusively in the individual psychological compatibility of man and woman.

The results of our study coincide with the results of a survey conducted in 2019 by the Institute of Demography and Social Research. The study involved 1,500 men, they were not differentiated by marital status. According to their results, such an important quality of the "ideal" woman as "beauty, external attractiveness" was also chosen in the first place [1].

As a result, women's economic well-being was also the least important for men. 37% of respondents supported the opinion that a husband is worthless if he earns less than his wife.

The difference in the results of research was on the quality of a good housewife, because in their sample this quality took first place, and in the sample of our men - only the fourth. It is this difference that describes the specifics of our sample - single men. Married men appreciate the family comfort created by their wife, which is manifested in maintaining cleanliness, housing, cooking delicious food. Single men, as a rule, either live with their parents, where such functions are assumed by his mother, or over the years of bachelor life have become accustomed and are able to provide themselves with comfort and convenience.

List of references

1. Сайт Інституту демографії та соціальних досліджень імені М.В.Птухи. Національної академії наук України. <https://www.idss.org.ua/public>