Journal of Health Development
e2663-1776

Original article

Digital Addiction as an Emerging Public Health Challenge in Kazakhstan: Insights from Mental Health Professionals

Saule Nurakysh [1], Kamshat Tolganbayeva [2], Zulfiya Zhankalova [3], Zarina Ravil [4], Ainur Qumar [5*]

Received: June 23, 2026
Revised: July 09, 2026
Accepted: July 24, 2026
Published: August 18, 2026

Citation: Saule Nurakysh, Kamshat Tolganbayeva, Zulfiya Zhankalova, Zarina Ravil, Ainur Qumar. Digital addiction as an emerging public health challenge in Kazakhstan: Insights from mental health professionals. J Health Dev. 2026, 61 (4), jhd083. https://doi.org/10.32921/2663-1776-2026-61-4-jhd083

This work is licensed under a Creative Commons Attribution 4.0 International License

[1] Lecturer at the Department of Health Policy and Management, S.D. Asfendiyarov Kazakh National Medical University, Almaty, Kazakhstan. E-mail: nurakysh.s@kaznmu.kz
[2] Assistant professor at the Department of Health Policy and Management, S.D. Asfendiyarov Kazakh National Medical University, Almaty, Kazakhstan. E-mail: tolganbaeva.k@kaznmu.kz
[3] Professor at the School of General Medicine, S.D. Asfendiyarov Kazakh National Medical University, Almaty, Kazakhstan. E-mail: z.zhankalova@kaznmu.kz
[4] Assistant professor at the Department of Health Policy and Management, S.D. Asfendiyarov Kazakh National Medical University, Almaty, Kazakhstan. E-mail: sagyndykova.z@kaznmu.kz
[5] Professor at the Department of Health Policy and Management, S.D. Asfendiyarov Kazakh National Medical University, Almaty, Kazakhstan. E-mail: a.kumar@kaznmu.kz

* Corresponding author: a.kumar@kaznmu.kz

Abstract

The rapid expansion of digital technologies has improved communication and access to information but has also contributed to increasing concerns regarding problematic digital technology use and its impact on mental health. Despite growing evidence from quantitative studies, qualitative research exploring psychologists' perspectives on digital addiction remains limited, particularly in Kazakhstan. **This study aimed** to explore psychologists' perceptions of digital addiction as an emerging public health challenge.

Methods. A qualitative descriptive study was conducted using semi-structured interviews with 17 psychologists practicing in Kazakhstan. Participants were recruited through purposive sampling based on their professional experience in providing psychological services. Interview data were analyzed using reflexive thematic analysis following the six-phase approach proposed by Braun and Clarke. Representative quotations and a conceptual framework were used to support interpretation of the findings.

Results. 3 overarching themes emerged from the analysis: (1) recognition of digital addiction as an emerging public health problem, (2) psychological and behavioral consequences of excessive digital technology use, and (3) prevention and public health responses. Sixteen participants (94.1%) reported a noticeable increase in consultations related to problematic digital technology use, while all participants (100.0%) considered digital addiction an important public health concern. Anxiety and emotional distress (100.0%), sleep disturbances (100.0%), reduced attention and concentration (88.2%), and low self-esteem associated with social comparison (82.4%) were identified as the most common consequences. Participants emphasized digital hygiene, public education, and early psychological screening as key preventive strategies.

Conclusions. Psychologists perceive digital addiction as an increasingly important public health issue requiring coordinated action beyond individual clinical care. Integrating digital well-being promotion, early identification of problematic digital behaviors, and multidisciplinary prevention strategies into healthcare and public health programs may help reduce the growing mental health burden associated with excessive digital technology use. Further qualitative and longitudinal research is needed to inform evidence-based policy and intervention development.

Keywords: digital addiction, public health, mental health, psychologists, qualitative research, thematic analysis, digital well-being, Kazakhstan.

1. Introduction

The rapid expansion of digital technologies has fundamentally transformed communication, work, education, healthcare, and everyday life [1,2]. Digital technologies have become an integral component of modern public health systems, supporting healthcare delivery, disease prevention, health promotion, and population engagement [3,4]. Smartphones, social networking platforms, and other digital devices have become indispensable in everyday life, offering substantial benefits for access to information, social interaction, and productivity [5]. However, the widespread adoption of digital technologies has also raised growing concerns regarding their potential impact on mental health and well-being [6,7]. Emerging evidence suggests that excessive and uncontrolled use of digital devices is associated with anxiety, depression, sleep disturbances, impaired cognitive functioning, and reduced quality of life [8].

Digital addiction is generally defined as a pattern of excessive or compulsive engagement with digital technologies resulting in impaired self-control and adverse psychological [9], social, occupational, or academic functioning [10,11]. Although digital addiction is not currently recognized as a formal psychiatric diagnosis in the Diagnostic and Statistical Manual of Mental Disorders (DSM-5-TR) [12], problematic smartphone use, excessive social media engagement, and internet-related addictive behaviors have attracted increasing attention from researchers and healthcare professionals worldwide [13]. Recent systematic reviews and umbrella reviews indicate that prolonged screen exposure and problematic digital technology use are consistently associated with poor sleep quality, heightened psychological distress, impaired attention, cognitive dysfunction, and decreased overall well-being [14,15].

The public health implications of digital addiction extend beyond individual psychological outcomes [16]. Excessive use of digital technology contributes to increased healthcare utilization, reduced work productivity, impaired interpersonal relationships, and a growing demand for mental health services [3,5,17]. Consequently, international public health participants have emphasized the importance of promoting digital well-being, responsible technology use, and early identification of problematic digital behaviors through preventive interventions and health promotion strategies [2,5,18,19]. Nevertheless, most evidence regarding digital addiction is derived from quantitative studies assessing prevalence, risk factors, and associated health outcomes [20].

Qualitative evidence exploring the perspectives of mental health professionals remains comparatively limited. Psychologists are an important source of professional knowledge because they directly observe behavioral patterns, emotional responses, and functional impairments in individuals experiencing problematic use of digital technology [21]. Their clinical experience may provide valuable insights into emerging manifestations of digital addiction, vulnerable population groups, and practical approaches to prevention that are not fully captured through population-based surveys [22]. Incorporating participant perspectives can therefore strengthen the evidence base for developing effective public health strategies [23].

In Kazakhstan, research on the use of digital technology has expanded in recent years; however, most available studies have focused on internet access, digital literacy, or self-reported patterns of smartphone use [24,25]. Evidence examining digital addiction from the perspective of practicing psychologists remains scarce, and no qualitative studies have comprehensively explored how mental health professionals perceive its psychological consequences and implications for public health policy [26]. Addressing this evidence gap is particularly important given the rapid digitalization of society and the increasing demand for mental health services related to problematic technology use [27].

Therefore, the present study aimed to explore psychologists' perspectives on digital addiction as an emerging public health challenge in Kazakhstan. Specifically, the study sought to identify participants' views regarding the growing prevalence of problematic digital technology use, its psychological and behavioral consequences, and priority strategies for prevention and public health response.

2. Materials and Methods

Study design

This study employed a qualitative descriptive design using semi-structured participant interviews to explore psychologists' perspectives on digital addiction as an emerging public health challenge in Kazakhstan. A qualitative approach was selected to obtain an in-depth understanding of professional experiences regarding the psychological consequences of excessive

digital technology use, perceived risk factors, and potential prevention strategies.

Participants and recruitment

A purposive sampling strategy was used to recruit psychologists with professional experience in providing psychological services to adults. Eligible participants were licensed psychologists or mental health professionals currently practicing in Kazakhstan and having direct experience with clients presenting psychological or behavioral problems associated with digital technology use.

A total of 17 psychologists participated in the study. Participants represented different areas of psychological practice, including counseling psychology, clinical psychology, and primary healthcare settings. Professional experience ranged from 1 to 25 years, with a mean of 9.1 years, and most participants (88.2%) reported working regularly with adult clients.

Data collection

Data were collected between January and May 2026 using a semi-structured interview guide specifically developed for this study. The interview guide consisted of three sections.

The first section collected participants' professional characteristics, including years of practice, field of specialization, and experience working with adult clients.

The second section explored participants' perceptions of the prevalence of digital addiction and its relationship with anxiety, sleep disturbances, social media use, and cognitive functioning through structured questions.

The third section included open-ended questions addressing the perceived psychological consequences of excessive digital technology use, vulnerable population groups, behavioral indicators of digital addiction, recommended prevention strategies, and proposed public health interventions.

All participants provided informed consent before participation.

Data analysis

Interview responses were analyzed using reflexive thematic analysis following the six-phase approach proposed by Braun and Clarke. Initially, all interview responses were reviewed repeatedly to achieve data familiarization. Meaningful text segments were then assigned initial codes reflecting participants' perceptions of digital addiction and its consequences. Similar codes were subsequently grouped into broader categories and refined into overarching themes through an iterative analytical process. Themes were reviewed and discussed by the research team until consensus was reached on their conceptual boundaries and interpretation.

To enhance transparency, representative quotations were selected to illustrate each major theme. The frequency with which individual subthemes were mentioned by participants was also recorded to demonstrate their relative prominence; however, these frequencies were used solely to support interpretation and were not intended as quantitative measures of prevalence.

The credibility of the findings was enhanced through independent coding review by the research team and iterative discussion of emerging themes until consensus was reached. Dependability was supported by maintaining a transparent analytical process, while confirmability was strengthened by using representative quotations to illustrate each identified theme.

Quantitative descriptive analysis

Data derived from the qualitative coding process were summarized using absolute frequencies (n) and percentages (%). Exact two-sided 95% confidence intervals (CIs) for proportions were calculated using the Clopper-Pearson method. No inferential hypothesis testing was performed.

Ethical considerations

The study protocol was reviewed and approved by the Local BioEthics Committee of Asfendiyarov Kazakh National Medical University (Approval No. 29 (165) dated 27.06.2025). All participants were informed about the study objectives, the voluntary nature of participation, the confidentiality of responses, and their right to withdraw at any stage without consequences. Written informed consent was obtained from all participants prior to data collection.

3. Results

17 psychologists participated in the study. Most participants represented the field of counseling psychology (58.8%), while clinical psychologists accounted for 23.5% of the sample. The majority of participants (88.2%) reported currently working with adult clients. Professional experience ranged from 1 to 25 years, with a mean of 9.1 years, indicating that the findings were based on the perspectives of experienced mental health professionals.

Table 1 - Characteristics of participants (N = 17)

Characteristic	n (%)
Professional field	
Counseling psychology	10 (58.8)
Clinical psychology	4 (23.5)
Primary healthcare (polyclinic)	1 (5.9)
Medicine	1 (5.9)
Integrative/other psychology modalities	1 (5.9)
Working with adult clients	
Yes	15 (88.2)
No	2 (11.8)
Professional experience	
<5 years	4 (23.5)
5–10 years	7 (41.2)
>10 years	6 (35.3)

3 overarching themes emerged from the thematic analysis: (1) recognition of digital addiction as an emerging public health problem, (2) psychological and behavioral consequences of excessive digital technology use, and (3) prevention and public health responses.

Table 2 - Themes and subthemes identified from interviews with mental health professionals (n = 17)

Theme	Subtheme	Participants mentioning, n (%)	Exact 95% CI	Interpretation
1. Digital addiction as an emerging public health problem	Increasing number of cases in psychological practice	16 (94.1)	71.3–99.9	Participants consistently reported a marked increase in consultations related to excessive digital technology use.
	Digital addiction recognized as a significant health concern	17 (100.0)	80.5–100.0	Participants viewed problematic digital technology use as an emerging public health issue rather than an isolated behavioral problem.
2. Psychological and behavioral consequences	Anxiety and emotional distress	17 (100.0)	80.5–100.0	Anxiety was the most frequently reported consequence associated with excessive smartphone and social media use
	Sleep disturbances	17 (100.0)	80.5–100.0	Poor sleep quality and bedtime smartphone use were considered common manifestations of problematic digital behavior.
	Reduced attention and concentration	15 (88.2)	63.6–98.5	Participants linked prolonged screen exposure with impaired cognitive performance and reduced productivity
	Low self-esteem and social comparison	14 (82.4)	56.6–96.2	Social media use was frequently associated with negative self-evaluation and emotional vulnerability.
3. Prevention and public health response	Digital hygiene and screen-time management	16 (94.1)	71.3–99.9	Establishing healthy digital habits was considered the primary preventive strategy.
	Public education and awareness campaigns	15 (88.2)	63.6–98.5	Participants emphasized the need for population-level education on responsible technology use.

Table 2 (Continuation) - Themes and subthemes identified from interviews with mental health professionals (N = 17)

Theme	Subtheme	Participants mentioning, n (%)	Exact 95% CI	Interpretation
	Early psychological support and screening	13 (76.5)	50.1–93.2	Routine identification of problematic digital behavior within healthcare services was recommended.

Note: Percentages represent the proportion of participants who mentioned each subtheme. Exact two-sided 95% confidence intervals were calculated using the Clopper–Pearson method. These estimates are descriptive and should not be interpreted as population prevalence estimates.

16 of the 17 participants (94.1%) reported an increase in consultations related to problematic digital technology use, while all participants identified it as an important public health concern. Anxiety and emotional distress and sleep disturbances were the most consistently reported consequences, followed by reduced attention and concentration and low self-esteem associated with social comparison. For prevention, participants emphasized digital hygiene and screen-time management, public education, and early psychological support and screening.

Representative quotations illustrated a high level of agreement among participants regarding the increasing occurrence of problematic digital technology use, its adverse psychological consequences, and the need for preventive interventions.

Table 3 - Representative quotations supporting the major themes identified during thematic analysis

Theme	Subtheme	Representative quotation
1. Digital addiction as an emerging public health problem	Increasing number of cases	*"Over the past few years, the number of clients presenting with excessive smartphone and social media use has increased substantially."*
	Recognition as a health problem	*"Digital addiction is no longer an isolated behavioral issue; it has become a significant public health concern affecting daily functioning and well-being."*
2. Psychological and behavioral consequences	Anxiety and emotional distress	*"The most common complaints include anxiety, emotional exhaustion, and persistent stress associated with constant online engagement."*
	Sleep disturbances	*"Many clients report going to bed with their phones, resulting in delayed sleep onset and poor sleep quality."*
	Cognitive impairment	*"We frequently observe reduced attention span, impaired concentration, and decreased productivity among individuals with excessive screen use."*
	Low self-esteem	*"Continuous comparison with others on social media often contributes to reduced self-esteem and feelings of inadequacy."*
3. Prevention and public health response	Digital hygiene	*"Developing healthy digital habits and limiting screen time should become part of everyday health promotion."*
	Public awareness	*"Public education campaigns are needed to increase awareness of the psychological risks associated with excessive digital technology use."*
	Early intervention	*"Screening for problematic digital behavior should be incorporated into routine psychological and primary healthcare practice."*

Participants consistently emphasized anxiety, sleep disturbances, cognitive difficulties, and reduced self-esteem as the most common manifestations of problematic digital technology use, while advocating digital hygiene, public education, and early psychological support as key components of prevention.

To synthesize the qualitative findings, a conceptual framework was developed based on the themes and subthemes identified through thematic analysis of the participant interviews. The framework integrates participants' perspectives on the progression from excessive digital technology use to digital addiction, its major psychological, cognitive, behavioral, and public health consequences, and the multi-level strategies considered necessary for prevention and intervention (Figure 1).

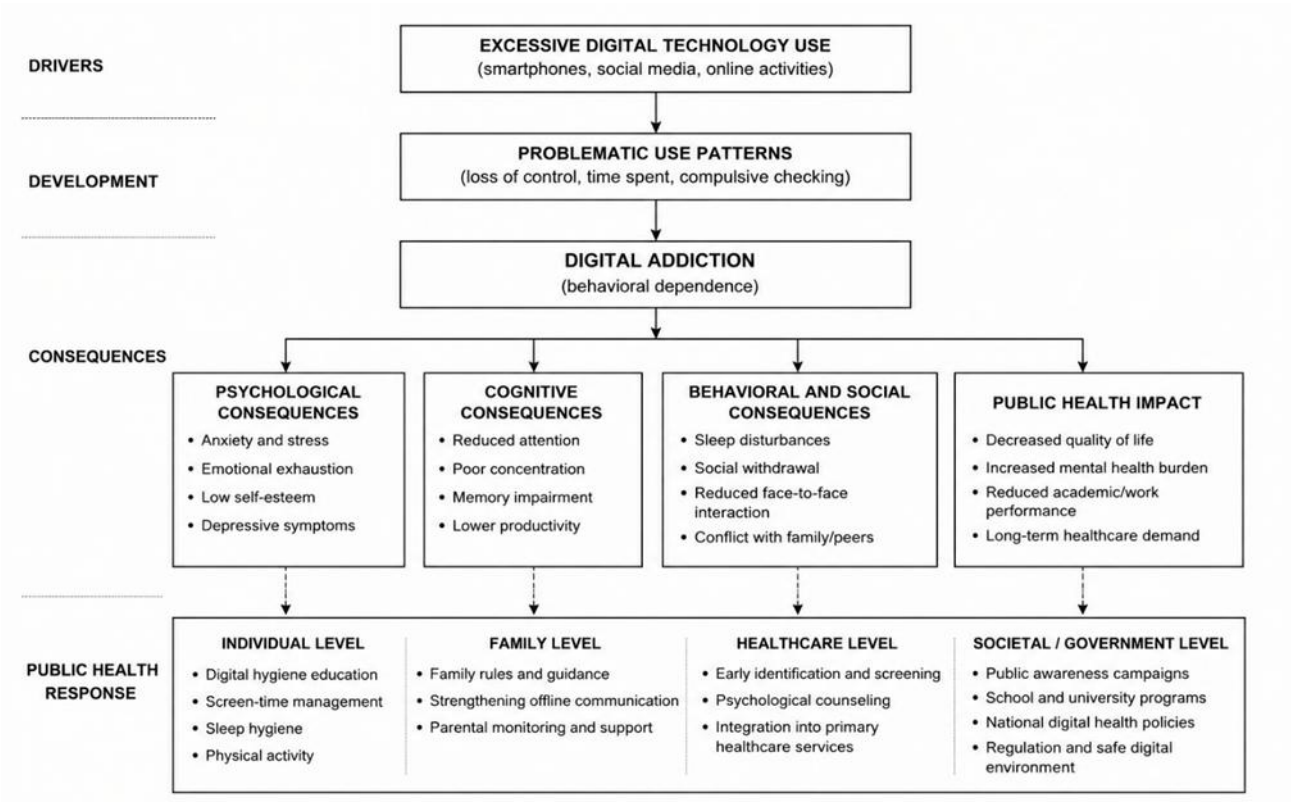


Figure 1 - Conceptual framework derived from participants' perspectives on problematic digital technology use and public health response

Based on participants' perspectives, excessive digital technology use was perceived as potentially progressing toward problematic use patterns and what participants described as "digital addiction." Participants identified psychological, cognitive, behavioral, and social consequences that collectively contribute to a broader public health burden, including reduced quality of life, impaired functioning, and increased demand for mental health services. Participants emphasized that effective prevention requires coordinated interventions at the individual, family, healthcare, and societal levels, highlighting digital hygiene, early identification, public education, and supportive health policies as key components of a comprehensive public health response.

4. Discussion

This qualitative study explored psychologists' perspectives on digital addiction as an emerging public health challenge in Kazakhstan. Three principal findings emerged from the analysis. First, mental health professionals consistently reported an increasing number of clients presenting with problematic digital technology use and all participants recognized digital addiction as an important public health concern. Second, anxiety, sleep disturbances, impaired attention, and reduced self-esteem were identified as the most prominent psychological consequences associated with excessive digital technology use. Third, participants emphasized that effective prevention requires coordinated public health measures, including digital hygiene education, population awareness campaigns, early screening, and timely psychological support.

The recognition of digital addiction as an emerging public health issue by nearly all participants is consistent with recent international literature emphasizing that excessive engagement with digital technologies has become an important determinant of population mental health rather than solely an individual behavioral problem [26]. Previous reviews have highlighted that rapid digitalization has transformed healthcare and everyday life while simultaneously introducing new risks for psychological well-being and health equity. Our findings extend these observations by demonstrating that practicing psychologists increasingly encounter digital addiction in routine clinical practice, suggesting that its impact is becoming more visible within mental healthcare services [5].

The psychological consequences identified by participants closely correspond to evidence from recent systematic reviews and meta-analyses. Anxiety and emotional distress were unanimously identified by

participants as the most common manifestations of problematic digital technology use [11]. Previous meta-analyses have similarly reported significant associations between excessive smartphone or internet use and anxiety, depression, emotional dysregulation, and reduced psychological well-being [15]. Sleep disturbances were also consistently emphasized by participants, consistent with prior evidence that bedtime smartphone use and prolonged screen exposure are associated with delayed sleep onset, poorer sleep quality, and daytime fatigue. Likewise, participants' observations regarding impaired attention, concentration, and productivity correspond with previous studies describing adverse cognitive effects associated with excessive digital technology use.

Another important finding concerns the perceived impact of social media on self-esteem. Most psychologists described persistent social comparison as an important mechanism contributing to emotional vulnerability and negative self-evaluation. This observation aligns with contemporary psychological research indicating that continuous exposure to idealized online content may increase body dissatisfaction, social comparison, and psychological distress, particularly among adolescents and young adults. Although our participants primarily reflected clinical observations rather than epidemiological evidence, their experiences provide valuable contextual insights into mechanisms through which problematic digital technology use may affect mental health.

Beyond individual psychological outcomes, participants consistently framed digital addiction as a broader public health challenge requiring multisectoral intervention. This perspective supports the growing recognition that prevention should not rely exclusively on individual behavioral change but should incorporate coordinated strategies involving healthcare systems, educational institutions, families, and policymakers. The conceptual framework developed in this study illustrates this multidimensional perspective by integrating individual, family, healthcare, and societal levels of prevention, highlighting the need for comprehensive public health action.

Participants particularly emphasized digital hygiene education, public awareness campaigns, and early psychological screening as priority preventive measures. These recommendations are consistent with recent umbrella reviews demonstrating that psychoeducation, behavioral interventions, and structured digital well-being programs represent promising approaches for reducing problematic digital technology use. Our findings therefore reinforce the importance of integrating digital well-being promotion into existing mental health and health promotion programs.

This study has several strengths. To our knowledge, it is among the first qualitative investigations examining psychologists' perspectives on digital addiction in Kazakhstan. The use of semi-structured participant interviews allowed exploration of professional experiences that cannot be adequately captured through quantitative surveys. Furthermore, the thematic analysis generated a conceptual framework that synthesizes participant knowledge regarding the progression from excessive digital technology use to public health consequences and corresponding prevention strategies.

Several limitations should also be acknowledged. The study included a relatively small purposive sample of psychologists, which may limit transferability of the findings to other professional groups or healthcare settings. The results reflect participant perceptions rather than direct clinical or epidemiological measurements and therefore should not be interpreted as estimates of prevalence or causal relationships. In addition, participants were recruited only in Kazakhstan, and cultural or healthcare system differences may affect the applicability of these findings to other countries. Future studies should include larger multidisciplinary samples, incorporate perspectives of psychiatrists, primary care physicians, educators, and patients, and combine qualitative findings with longitudinal quantitative research to better understand the determinants and long-term consequences of digital addiction.

Overall, this study provides qualitative evidence that psychologists increasingly perceive digital addiction as an emerging public health challenge with substantial implications for mental health services. The findings support the development of integrated public health strategies that promote responsible use of digital technology, early identification of problematic behaviors, and evidence-based preventive interventions across healthcare and community settings.

5. Conclusions

Participants perceived problematic digital technology use, commonly described as "digital addiction," as an emerging public health challenge in Kazakhstan. The findings highlight the need for integrated public health strategies that promote responsible digital technology use, strengthen early identification of problematic digital behaviors, and incorporate digital well-being into mental health promotion and prevention programs. Further multidisciplinary and longitudinal research is needed

to support evidence-based policies and interventions addressing digital addiction in the rapidly evolving digital environment.

Conflict of Interest. The authors declare no conflict of interest.

Funding. This research is funded by the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan (Grant No.AP25796811).

Availability of Data and Materials. The anonymized dataset supporting the findings of this study is available from the corresponding author upon reasonable request.

Author Contributions. Conceptualization – S.N., A.Q.; Methodology – S.N., A.Q.; Data analysis – S.N., K.T.; Validation – S.N., Z.R.; Formal Analysis – S.N., Z.R.; Writing – Original Draft Preparation – S.N., A.Q.; Writing – Review & Editing – S.N., A.Q. All authors have read and agreed to the final version of the manuscript and have signed the copyright transfer form.

AI Declaration. During the preparation of this work, the author used [ChatGPT] in order to improve the language and readability of the manuscript. After using this tool/service, the authors reviewed and edited the content as needed and takes full responsibility for the content of the publication.

References

1. Kamel Boulos, M. N., & Zhang, P. (2021). Digital twins: From personalised medicine to precision public health. Journal of Personalized Medicine, 11(8), 745. https://doi.org/10.3390/jpm11080745

2. Leong, Q. Y., Lee, V. V., Ng, W. Y., Vijayakumar, S., Lau, N. Y., Mauritzon, I., Blasiak, A., & Ho, D. (2024). Older adults' perspectives and experiences with digital health in Singapore: Qualitative study. JMIR Human Factors, 11, e58641. https://doi.org/10.2196/58641

3. Castiglia, P., Dettori, M., Arghittu, A., Campus, G., & De Vito, D. (2023). Use of digital technologies in public health: A narrative review. Acta Bio-Medica: Atenei Parmensis, 94(S3), e2023164. https://doi.org/10.23750/abm.v94iS3.14589

4. Schüz, B., & Urban, M. (2020). Unerwünschte Effekte digitaler Gesundheitstechnologien: Eine Public-Health-Perspektive [Unintended consequences and side effects of digital health technology: A public health perspective]. Bundesgesundheitsblatt, Gesundheitsforschung, Gesundheitsschutz, 63(2), 192–198. https://doi.org/10.1007/s00103-019-03088-5

5. Chauvin, J., & Lomazzi, M. (2017). The digital technology revolution and its impact on the public's health. European Journal of Public Health, 27(6), 947. https://doi.org/10.1093/eurpub/ckx134

6. Tian, H., Zhang, K., Zhang, J., Shi, J., Qiu, H., Hou, N., Han, F., Kan, C., & Sun, X. (2025). Revolutionizing public health through digital health technology. Psychology, Health & Medicine, 30(6), 1171–1186. https://doi.org/10.1080/13548506.2025.2458254

7. De Santis, K. K., Mergenthal, L., Christianson, L., Busskamp, A., Vonstein, C., & Zeeb, H. (2023). Digital technologies for health promotion and disease prevention in older people: Scoping review. Journal of Medical Internet Research, 25, e43542. https://doi.org/10.2196/43542

8. Mace, R. A., Mattos, M. K., & Vranceanu, A. M. (2022). Older adults can use technology: Why healthcare professionals must overcome ageism in digital health. Translational Behavioral Medicine, 12(12), 1102–1105. https://doi.org/10.1093/tbm/ibac070

9. Small, G. W., Lee, J., Kaufman, A., Jalil, J., Siddarth, P., Gaddipati, H., Moody, T. D., & Bookheimer, S. Y. (2020). Brain health consequences of digital technology use. Dialogues in Clinical Neuroscience, 22(2), 179–187. https://doi.org/10.31887/DCNS.2020.22.2/gsmall

10. Dresp-Langley, B., & Hutt, A. (2022). Digital addiction and sleep. International Journal of Environmental Research and Public Health, 19(11), 6910. https://doi.org/10.3390/ijerph19116910

11. Meng, S. Q., Cheng, J. L., Li, Y. Y., Yang, X. Q., Zheng, J. W., Chang, X. W., Shi, Y., Chen, Y., Lu, L., Sun, Y., Bao, Y. P., & Shi, J. (2022). Global prevalence of digital addiction in general population: A systematic review and meta-analysis. Clinical Psychology Review, 92, 102128. https://doi.org/10.1016/j.cpr.2022.102128

12. Vanwoerden, S., & Stepp, S. D. (2022). The Diagnostic and Statistical Manual of Mental Disorders, fifth edition, alternative model conceptualization of borderline personality disorder: A review of the evidence. Personality Disorders: Theory, Research, and Treatment, 13(4), 402–406. https://doi.org/10.1037/per0000563

13. Shiferaw, B. D., Tang, J., Wang, Y., Wang, Y., Wang, Y., Mackay, L. E., Luo, Y., Yan, N., Shen, X., Zhou, T., Zhu, Y., Cai, J., Wang, Q., Yan, W., Gao, X., Pan, H., & Wang, W. (2025). Impact of digital addiction on youth health:

A systematic review and meta-analysis. Journal of Behavioral Addictions, 14(3), 1129–1158. https://doi.org/10.1556/2006.2025.00081

14. Lu, P., Qiu, J., Huang, S., Wang, X., Han, S., Zhu, S., Ning, Y., Zeng, F. F., & Yuan, Y. (2025). Interventions for digital addiction: Umbrella review of meta-analyses. Journal of Medical Internet Research, 27, e59656. https://doi.org/10.2196/59656

15. Han, Y., Qiu, J., Shi, C., Huang, S., Huang, H., Wang, X., Zhu, S., Lu, D. L., Lu, P., & Zeng, F. (2025). Factors associated with digital addiction: Umbrella review. JMIR Mental Health, 12, e66950. https://doi.org/10.2196/66950

16. Chauvin, J., & Rispel, L. (2016). Digital technology, population health, and health equity. Journal of Public Health Policy, 37(Suppl. 2), 145–153. https://doi.org/10.1057/s41271-016-0041-0

17. Gothankar, J. S., Doke, P. P., & Murarkar, S. K. (2022). Digital technology for improving health. Indian Journal of Public Health, 66(4), 399–400. https://doi.org/10.4103/ijph.ijph_1557_22

18. Spitale, G., Biller-Andorno, N., Germani, F., & Merten, S. (2024). Digital democracy and emergency preparedness: Engaging the public in public health. International Journal of Public Health, 69, 1608004. https://doi.org/10.3389/ijph.2024.1608004

19. An, J., Zhu, X., Wan, K., Xiang, Z., Shi, Z., An, J., & Huang, W. (2024). Older adults' self-perception, technology anxiety, and intention to use digital public services. BMC Public Health, 24(1), 3533. https://doi.org/10.1186/s12889-024-21088-2

20. Allegrante, J. P., & Auld, M. E. (2019). Advancing the promise of digital technology and social media to promote population health. Health Education & Behavior, 46(2_suppl), 5–8. https://doi.org/10.1177/1090198119875929

21. Xue, P., Bai, A. Y., Jiang, Y., & Qiao, Y. L. (2022). WHO global strategy on digital health and its implications to China. Zhonghua Yu Fang Yi Xue Za Zhi, 56(2), 218–221. https://doi.org/10.3760/cma.j.cn112150-20210616-00589

22. Holl, F., Kircher, J., Hertelendy, A. J., Sukums, F., & Swoboda, W. (2024). Tanzania's and Germany's digital health strategies and their consistency with the World Health Organization's global strategy on digital health 2020–2025: Comparative policy analysis. Journal of Medical Internet Research, 26, e52150. https://doi.org/10.2196/52150

23. Kleib, M., Arnaert, A., Nagle, L. M., Sugars, R., & da Costa, D. (2024). Newly qualified Canadian nurses' experiences with digital health in the workplace: Comparative qualitative analysis. JMIR Medical Education, 10, e53258. https://doi.org/10.2196/53258

24. Uandykova, M., Mirkassimova, T., Mukhamejanova, G., Yeleukulova, A., Baikhojayev, A., & Astaubayeva, G. (2025). Digital model for monitoring national programs: The Kazakhstan experience. Frontiers in Artificial Intelligence, 8, 1656329. https://doi.org/10.3389/frai.2025.1656329

25. Nurgaliyeva, Z., Spatayev, Y., Syla, S., & Yessenbayev, B. (2024). Paving the way to establishing the digital-friendly health and care information model in Kazakhstan. International Journal of Medical Informatics, 192, 105610. https://doi.org/10.1016/j.ijmedinf.2024.105610

26. Çelikkaleli, Ö., Ata, R., Alpaslan, M. M., Tangülü, Z., & Ulubey, Ö. (2025). Examining the roles of problematic internet use and emotional regulation self-efficacy on the relationship between digital game addiction and motivation among Turkish adolescents. Behavioral Sciences, 15(3), 241. https://doi.org/10.3390/bs15030241

27. Narciso, I., Albuquerque, S., & Nunes, S. (2025). Healthcare professionals' understanding of addiction, treatment and recovery. Social Work in Health Care, 64(6–8), 242–269. https://doi.org/10.1080/00981389.2025.2555293

Қазақстандағы жаңадан пайда болып жатқан қоғамдық денсаулық сақтау деңгейіндегі мәселе ретіндегі цифрлық тәуелділік: Психикалық денсаулық мамандарының пікірі

Нұрақыш С.Т. [1], Толганбаева К.А. [2], Жанкалова З.М. [3], Равиль З. [4], Құмар А.Б. [5*]

[1] Денсаулық сақтау саясаты және менеджменті кафедрасының оқытушысы, С.Ж. Асфендияров атындағы Қазақ ұлттық медициналық университеті, Алматы, Қазақстан. E-mail: nurakysh.s@kaznmu.kz

[2] Денсаулық сақтау саясаты және менеджменті кафедрасының профессор ассистенті, С.Ж. Асфендияров атындағы Қазақ ұлттық медициналық университеті, Алматы, Қазақстан. E-mail: tolganbaeva.k@kaznmu.kz

[3] Жалпы медицина мектебінің профессоры, С.Ж. Асфендияров атындағы Қазақ ұлттық медициналық университеті, Алматы, Қазақстан. E-mail: z.zhankalova@kaznmu.kz

[4] Денсаулық сақтау саясаты және менеджменті кафедрасының профессор ассистенті, С.Ж. Асфендияров атындағы Қазақ ұлттық медициналық университеті, Алматы, Қазақстан. E-mail: sagyndykova.z@kaznmu.kz

https://doi.org/10.32921/2663-1776-2026-61-4-jhd083

[5] Денсаулық сақтау саясаты және менеджменті кафедрасының профессоры, С.Ж. Асфендияров атындағы Қазақ ұлттық медициналық университеті, Алматы, Қазақстан. E-mail: a.kumar@kaznmu.kz

Түйіндеме

Сандық технологиялардың жылдам кеңеюі коммуникацияны және ақпаратқа қол жеткізуді жақсартты, сонымен қатар сандық технологияларды пайдаланудағы проблемаларға және оның психикалық денсаулыққа әсеріне қатысты алаңдаушылықтардың артуына ықпал етті. Сандық зерттеулерден алынған дәлелдердің артуына қарамастан, психологтардың цифрлық тәуелділікке қатысты көзқарастарын зерттейтін сапалық зерттеулер, әсіресе Қазақстанда, шектеулі болып қала береді. Бұл зерттеу психологтардың цифрлық тәуелділікті қоғамдық денсаулық сақтау саласындағы жаңа мәселе ретінде қабылдауын зерттеуге бағытталған.

Әдістері. Қазақстанда жұмыс істейтін 17 психологпен жартылай құрылымдалған сұхбаттарды қолдана отырып, сапалық сипаттамалық зерттеу жүргізілді. Қатысушылар психологиялық қызметтерді көрсетудегі кәсіби тәжірибесіне негізделген мақсатты іріктеу арқылы іріктелді. Сұхбат деректері Браун мен Кларк ұсынған алты фазалық тәсілді қолдана отырып, рефлексивті тақырыптық талдауды қолдана отырып талданды. Нәтижелерді түсіндіруді қолдау үшін репрезентативті дәйексөздер мен тұжырымдамалық негіз пайдаланылды.

Нәтижелері. Талдау нәтижесінде 3 негізгі тақырып пайда болды: (1) цифрлық тәуелділікті қоғамдық денсаулық сақтау саласындағы жаңа мәселе ретінде тану, (2) цифрлық технологияларды шамадан тыс пайдаланудың психологиялық және мінез-құлықтық салдары және (3) алдын алу және қоғамдық денсаулық сақтау саласындағы жауаптар. Он алты сарапшы (94,1%) цифрлық технологияларды проблемалы пайдалануға байланысты консультациялардың айтарлықтай өскенін хабарлады, ал барлық қатысушылар (100,0%) цифрлық тәуелділікті қоғамдық денсаулық сақтаудағы маңызды мәселе деп санады. Мазасыздық пен эмоционалдық күйзеліс (100,0%), ұйқының бұзылуы (100,0%), назар аудару мен шоғырланудың төмендеуі (88,2%) және әлеуметтік салыстырумен байланысты төмен өзін-өзі бағалау (82,4%) ең көп таралған салдар ретінде анықталды. Сарапшылар цифрлық гигиенаны, қоғамдық білім беруді және ерте психологиялық скринингті негізгі алдын алу стратегиялары ретінде атап өтті.

Қорытынды. Психологтар цифрлық тәуелділікті жеке клиникалық көмектен тыс үйлестірілген әрекетті қажет ететін маңызды қоғамдық денсаулық сақтау мәселесі ретінде қарастырады. Денсаулық сақтау және қоғамдық денсаулық сақтау бағдарламаларына цифрлық әл-ауқатты насихаттауды, проблемалы цифрлық мінез-құлықты ерте анықтауды және көп салалы алдын алу стратегияларын біріктіру цифрлық технологияларды шамадан тыс пайдаланумен байланысты психикалық денсаулыққа түсетін ауыртпалықты азайтуға көмектесуі мүмкін. Дәлелді саясат пен араласуды дамыту үшін одан әрі сапалы және бойлық зерттеулер қажет.

Түйін сөздер: цифрлық тәуелділік, қоғамдық денсаулық сақтау, психикалық денсаулық, психологтар, сапалы зерттеулер, тақырыптық талдау, цифрлық әл-ауқат, Қазақстан.

Цифровая зависимость как новая проблема общественного здравоохранения в Казахстане: Мнения специалистов в области психического здоровья

Нуракыш С.Т. [1], Толганбаева К.А. [2], Жанкалова З.М. [3], Равиль З. [4], Кумар А.Б. [5*]

[1] Лектор кафедры политики и менеджмента здравоохранения, Казахский национальный медицинский университет имени С.Д. Асфендиярова, Алматы, Казахстан. E-mail: nurakysh.s@kaznmu.kz

[2] Ассистент профессора кафедры политики и менеджмента здравоохранения, Казахский национальный медицинский университет имени С.Д. Асфендиярова, Алматы, Казахстан. E-mail: tolganbaeva.k@kaznmu.kz

[3] Профессор школы медицины, Казахский национальный медицинский университет имени С.Д. Асфендиярова, Алматы, Казахстан. E-mail: z.zhankalova@kaznmu.kz

[4] Ассистент профессора кафедры политики и менеджмента здравоохранения, Казахский национальный медицинский университет имени С.Д. Асфендиярова, Алматы, Казахстан. E-mail: sagyndykova.z@kaznmu.kz

[5] Профессор кафедры политики и менеджмента здравоохранения, Казахский национальный медицинский университет имени С.Д. Асфендиярова, Алматы, Казахстан. E-mail: a.kumar@kaznmu.kz

Резюме

Быстрое развитие цифровых технологий улучшило коммуникацию и доступ к информации, но также способствовало росту обеспокоенности по поводу проблемного использования цифровых технологий и его влияния на психическое здоровье. Несмотря на растущие данные количественных исследований, качественные

исследования, изучающие взгляды психологов на цифровую зависимость, остаются ограниченными, особенно в Казахстане. Целью данного исследования было изучение восприятия психологами цифровой зависимости как новой проблемы общественного здравоохранения.

Методы. Было проведено качественное описательное исследование с использованием полуструктурированных интервью с 17 психологами, практикующими в Казахстане. Участники были отобраны методом целенаправленной выборки на основе их профессионального опыта в предоставлении психологических услуг. Данные интервью были проанализированы с использованием рефлексивного тематического анализа в соответствии с шестифазным подходом, предложенным Брауном и Кларком. Для поддержки интерпретации результатов использовались репрезентативные цитаты и концептуальная модель.

Результаты. В ходе анализа выявились 3 основные темы: (1) признание цифровой зависимости как новой проблемы общественного здравоохранения, (2) психологические и поведенческие последствия чрезмерного использования цифровых технологий и (3) профилактика и меры реагирования в области общественного здравоохранения. Шестнадцать экспертов (94,1%) сообщили о заметном увеличении числа консультаций, связанных с проблемным использованием цифровых технологий, в то время как все участники (100,0%) сочли цифровую зависимость важной проблемой общественного здравоохранения. Наиболее распространенными последствиями были названы тревога и эмоциональный стресс (100,0%), нарушения сна (100,0%), снижение внимания и концентрации (88,2%) и низкая самооценка, связанная с социальным сравнением (82,4%). Эксперты подчеркнули важность цифровой гигиены, просвещения населения и раннего психологического скрининга как ключевых стратегий профилактики.

Выводы. Психологи считают цифровую зависимость все более важной проблемой общественного здравоохранения, требующей скоординированных действий, выходящих за рамки индивидуального клинического лечения. Интеграция пропаганды цифрового благополучия, раннего выявления проблемного цифрового поведения и междисциплинарных стратегий профилактики в программы здравоохранения и общественного здоровья может помочь снизить растущее бремя проблем психического здоровья, связанных с чрезмерным использованием цифровых технологий. Необходимы дальнейшие качественные и лонгитудинальные исследования для разработки научно обоснованной политики и мер вмешательства.

Ключевые слова: цифровая зависимость, общественное здравоохранение, психическое здоровье, психологи, качественные исследования, тематический анализ, цифровое благополучие, Казахстан.

https://doi.org/10.32921/2663-1776-2026-61-4-jhd083