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<https://orcid.org/0009-0008-6686-8618>[kuryliaknazarii02@gmail.com](mailto:kuryliaknazarii02@gmail.com)**THEORETICAL STUDY OF THE MOTIVATIONAL COMPONENT TOWARDS TATTOOS**

*The art of tattooing has a multifaceted and ancient history that spans numerous cultures and epochs. From primitive communities that used tattoos as a means of self-expression, rituals, and social identity to the modern world, where this practice is experiencing a new wave of popularity, tattoos remain an important element of cultural identity. Today, tattoos acquire diverse meanings, particularly in the contexts of psychology, sociology, and cultural studies, reflecting their complexity and multi-layered nature.*

*The process of selecting tattoo designs is often determined not only by conscious decisions but also by unconscious motives, adding a distinct psychological dimension to the phenomenon of tattooing. Research shows that tattoos can reflect an individual's inner world, serve as a tool for psychological analysis, and support self-identification. Psychological aspects of motivation, such as the desire to enhance self-esteem, achieve emotional release, and seek identity, are key to studying this topic. Tattoos act as a form of emotional manifestation, confirmed by studies indicating their capacity to reduce nervous tension and symbolize internal experiences.*

*Cultural and social factors also significantly influence tattoo motivation. Tattoos are often associated with certain social groups, emphasizing belonging to a subculture or status within society. The impact of media and social networks on the popularization of tattoos cannot be underestimated; contemporary celebrities and bloggers actively showcase their tattoos, contributing to shifting societal attitudes. Social media creates a space for sharing stories where tattoos can hold deep symbolic meaning, serving as a means of overcoming challenges or supporting mental health.*

*Research also indicates that tattoos can have various emotional orientations, including altruistic, practical, aesthetic, and gnostic. Tattoo owners often exhibit a desire for self-expression, individuality, and uniqueness, which highlights their role in shaping personal identity. It is important to recognize that tattoos can serve as monuments to significant life events, symbolizing experiences and emotions.*

*From a sociocultural perspective, tattoos become a ritual of transformation, symbolizing changes in a person's life. They unveil deep cultural traditions and psychological aspects that warrant further exploration. Modern research in this field underscores the necessity of a comprehensive approach to understanding the motivations that drive people to get tattoos, considering their historical, cultural, and psychological contexts.*

*Thus, tattoos are not only a form of art but also a powerful medium for self-expression, reflecting intricate interconnections between personality, culture, and society. The study of this phenomenon can enhance our understanding of contemporary social trends as well as the impact of tattoos on an individual's psychological state.*

*Keywords:* motivation, tattoos, motivational component.

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### **1. FORMULATION OF THE PROBLEM IN GENERAL TERMS AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS**

The issue of motivation for tattoos remains significant in contemporary scientific research, as tattoos are not only an aesthetic choice but also a meaningful sociocultural phenomenon that reflects personal values, identity, and psychological characteristics. Understanding the motivational factors that drive individuals to choose tattoos is crucial for disciplines such as psychology, sociology, and cultural studies, as it enables a deeper analysis of the role of the body in self-expression and demonstrates the influence of social norms and peer pressure. A wide range of motivations is identified – from the desire for self-expression and creativity to the need to feel a sense of

belonging or to process internal psychological traumas.

Tattoos allow individuals to define their social position concerning their own individuality in certain ways. Symbols or images applied to the body influence society's perception of the individual. They become a means of expressing belonging to a particular group while preserving uniqueness, as well as a way to encapsulate emotions experienced and convey a personal worldview [1].

Researchers consider that the value and appeal of a tattoo for an individual lie in its ability to highlight uniqueness and assist in asserting one's individuality. A tattoo always draws attention to itself and, along with it, to the body of its owner [2].

Thus, the study of tattoo motivation is a multifaceted task that combines theoretical

approaches with practical applications in various spheres of social life.

## 2. ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

In recent decades, the topic of tattoos has garnered increasing attention from researchers due to their multifaceted influence on culture, mentality, and psychology. Today, scholars actively analyze the role of tattoos not only as an element of aesthetic self-expression but also as a therapeutic tool, particularly their use in masking physical scars. This phenomenon combines an individualistic artistic approach with therapeutic practices, creating a unique field for research.

Ukrainian researcher Artyukhina N. V., among others, examines the phenomenon of tattoos as a means of self-presentation and self-expression, emphasizing their profound impact on the formation of an individual's self-esteem. This topic becomes particularly relevant to youth audiences, where tattoos not only contribute to the development of identity but also serve the function of social adaptation [3].

Additionally, domestic researchers Burchak I. N., Vorobchuk M. S., and Puz A. D. explore the historical context of tattoo development across various cultures, studying their role in the contemporary world. The scholars highlight the significance of these practices not only as a cultural phenomenon but also as an important mechanism for personal transformation and adaptation to societal changes [4].

American researchers Stacie J. Becker, and Jeffrey E. Cassisi explore the significance of tattoos in the context of psychodermatology, focusing on their application for aesthetic and therapeutic purposes. They analyze the impact of this practice on the creation of self-identity and overcoming social stigmas. In their work, they note that tattoos sometimes play an important role in accepting one's body after injuries or surgical interventions, particularly by covering visible defects such as scars. This process contributes to the improvement of an individual's self-esteem and emotional well-being [5].

Researcher Suzanne B. Phillips highlights the role of tattoos in restoring personal control over the body after traumatic events. She emphasizes that the very process of getting a tattoo can become a symbol of a new stage in life, allowing individuals to integrate complex life experiences and mitigate feelings of shame or

isolation. Her analysis views tattoos not only as an artistic expression but as a powerful tool for psychological healing and transformation [6].

Canadian researchers Victoria Reid-de Jong and Anne Bruce focus on the use of tattoos by women undergoing complex developments of their physical identity after mastectomy. In cases of surgical intervention for breast cancer treatment, women increasingly turn to tattoos as a way to restore bodily integrity and regain physical and sexual sensations. The researchers note that these practices provide women with the opportunity to express their identity, integrate complex life experiences, and improve both physical and emotional well-being [7].

Hence, the topic of tattoos is becoming increasingly relevant in research due to their impact on culture, psychology, and self-expression. Scientists in Ukraine and abroad study tattoos not only as an aesthetic element but also as a therapeutic tool that helps mask physical scars and restore self-identity after trauma. Studies show that tattoos can play a role in social adaptation, contribute to the formation of self-esteem, and serve as an instrument of psychological healing. Their functions are particularly important for women who have undergone mastectomy, as tattoos help restore body integrity and improve emotional well-being. Thus, tattoos become an essential element of modern culture and personal transformation.

## 3. IDENTIFICATION OF PREVIOUSLY UNRESOLVED PARTS OF THE GENERAL PROBLEM TO WHICH THE ARTICLE IS DEVOTED

In the article dedicated to the theoretical aspects of studying tattoo motivation, several unresolved areas requiring further examination can be identified: psychological factors influencing the decision to get a tattoo; the social context, including the impact of surroundings and social media; cultural and historical aspects of tattoo perception; emotional and physical consequences associated with the tattooing process; ethical and legal issues arising in the youth context; as well as methodological approaches to researching motivation. Examining these issues will allow for a deeper understanding of people's motivation for tattoos and their impact on personality and society.

## 4. FORMULATION OF ARTICLE OBJECTIVES

The purpose of the article is a comprehensive analysis of tattoo motivation, notably the examination of psychological, social, cultural, and emotional factors influencing individuals' decisions to get tattoos.

## 5. PRESENTATION OF THE MAIN STUDY MATERIAL WITH FULL JUSTIFICATION OF THE OBTAINED SCIENTIFIC RESULTS

The art of tattooing boasts a rich, centuries-old history, becoming an integral part of the lives of many early communities who used it as a means of self-expression, rituals, or social identity. This practice has not lost its significance even in the modern world, where it is increasingly widespread and reinterpreted within the context of cultural and psychological perception. The process of applying designs to the human body encompasses a multi-faceted range of meanings, including historical experience, cultural traditions, social relationships, and psychological aspects. Tattoos often carry symbolic meanings, frequently rooted in archetypes of human heritage, connecting them to the profound layers of ancient history and elevating their significance in the eyes of modern individuals due to the strong emotional impact they exert.

It is worth noting the internal motivation behind the choice of specific tattoo designs. Despite the conscious decision to get a tattoo, it is often influenced by unconscious factors that shape the preference for a particular theme or pattern. This adds a unique psychological dimension to the phenomenon of tattooing, making it not only a creative practice but also a distinctive visual tool for analyzing the human psyche. This is precisely why deeper scientific investigation of this phenomenon is necessary, as it helps uncover hidden aspects of the inner world of a person through the visualization of their thoughts, emotions, and cultural environment.

Psychological aspects of motivation are associated by researchers with the search for self-identity, the expression of the inner world, self-esteem enhancement, as well as emotional release. According to O. Pavlinova and V. Chebykin, the precise motives for tattooing remain a subject of study, but it is known that tattoos serve as a form of emotional expression and support certain psychological factors that develop in the process of engaging with tattooing [8]. This is also confirmed by other scientific sources, which indicate that tattoos can reduce

nervous tension, act as a means of psychological defense, symbolize inner rebellion, and self-determination.

In studying the influence of emotional and personal traits on tattooing motives, O. Pavlinova and V. Chebykin developed questionnaires that made it possible to identify and quantitatively assess motivational aspects such as the desire for self-affirmation, symbolism, emotional satisfaction, and the wish to change one's emotional state. The study results showed that within the surveyed sample, the dominant motive was the pursuit of symbolism [8].

In the study of the psychological profile of people with tattoos conducted by N. Kalka, P. Kozyra, and K. Hapchych, it was found that tattoos allow individuals to capture significant events and experiences on their bodies, express their inner world, and convey personal meanings. Male and female tattoo designs significantly differ both in style and in the expression of certain personality traits. Women's tattoos are more often connected to the emotional sphere, whereas men's tattoos are related to areas associated with values, self-assertion, and meanings [1].

Researchers emphasize that individuals with tattoos are characterized by certain emotional orientations: altruistic, practical, aesthetic, and gnostic. These orientations harmoniously reflect a person's internal attitudes and are associated with the choice of body art, its quantity, and content. During the study, scientists identified traits that have developed in tattoo owners in various aspects of the personal sphere. In particular: in the sphere of self-awareness – emphasis on self-worth, the physical 'I,' and self-esteem; in the emotional-volitional sphere – striving for self-control, inclination toward aesthetics, altruism, practicality, and cognition; in the value-meaning sphere – focus on personal values and meanings; in the motivational sphere – a desire to achieve results, courage to take risks, and effectiveness in actions [1].

From a sociocultural perspective, tattoos are perceived as a ritual of transformation, a symbol of change and maturation, closely tied to a conscious choice and acceptance of a new identity. In this process, the tattoo artist plays the role of a sort of guide, and the tattoo itself becomes a materialized ritual that solidifies the renewed state of its owner. Research points to the importance of the symbolic meaning of tattoos, highlighting their function in interaction with an

individual's life path, aspiration for renewal, and new opportunities [9].

It is also important to consider the aesthetic and creative aspects of motivation, as for many bearers, tattoos are a way to emphasize uniqueness and creativity, which, in turn, contribute to spiritual development and the formation of life values. Scientific findings confirm that the motivational sphere is linked to the desire to gain new experiences and assert oneself through the symbolism of art on one's body [1].

There is also an opinion that tattoos allow individuals to imprint significant events and experiences on their bodies, convey personal emotions, and visualize internal meanings. Female and male tattoos significantly differ both in terms of image style and in how certain personal qualities are expressed. Specifically, female tattoos are more often associated with the emotional sphere, while male tattoos have a stronger connection with value-semantic aspects and the pursuit of self-assertion. Regarding the emotional orientation of individuals with tattoos, altruistic, practical, aesthetic, and gnostic orientations prevail. These fully align with internal attitudes and find their reflection in body patterns, their quantity, and substantive content [1].

The scientific publication "Modifying the body: Motivations for getting tattooed and pierced" (Wohlrab, Stahl, Kappeler, 2007) is a comprehensive review of existing research that systematizes motivational factors driving people to get tattoos and piercings. The authors identify ten broad categories of motivations, among which the following dominate: the pursuit of individuality, aesthetic self-expression (beauty, fashion, art), personal narratives (recording experiences, life stories), overcoming pain and testing physical limits, social belonging, resistance to societal norms, spiritual and cultural factors, addiction, sexual motivations, as well as impulsiveness or lack of specific reasons. While tattoos and piercings share similar motives, tattoos, due to their greater permanence, often carry deeper personal and symbolic meanings, whereas piercings are more commonly viewed as fashionable accessories [10].

The authors also emphasize that the modern perception of tattoos and piercings has significantly changed: from a subcultural marker, they have transformed into a broad social practice, widespread among various age and

social groups, thereby reducing their former stigmatization. The role of media and commercialization in popularizing body modifications is discussed, as well as the psychological meaning of pain as part of the process of self-determination and therapy, particularly among traumatized individuals. Overall, the work serves as an urgent call for further quantitative research into motivations, which would help to more precisely understand the differences in the meaning and functions of these practices in modern society.

S. Wohlrab, J. Stahl, and P. Kappeler conducted a thorough analysis of existing studies, systematizing the motivational factors that drive people to get tattoos and body piercings. In their work, they identified ten main categories of motivations, among which the predominant ones include the desire for self-expression and individuality, aesthetic goals (related to beauty, fashion, art), personal stories (documenting life events or experiences), overcoming pain and testing one's limits, social identification, opposition to social norms, cultural and spiritual aspects, addiction, sexual motives, as well as impulsivity or uncertainty of reasons. While the motivations for tattoos and piercings often overlap, tattoos usually hold deeper symbolic and personal meaning due to their permanence, whereas piercings are frequently perceived as a fashion accessory [10].

Researchers highlight significant changes in contemporary attitudes towards body modifications: what was once a subcultural marker has gradually evolved into a widespread social practice, accepted by individuals across various age and social groups. This shift has contributed to reducing the stigmatization of such practices. The study also underscores the role of media and commercialization in popularizing tattoos and piercings, while emphasizing the psychological importance of pain as part of the process of self-discovery and therapy, particularly for individuals with traumatic experiences. Overall, the research serves as an essential call for further quantitative studies on motivations, which could provide deeper insights into their meaning and functions within the context of modern society.

The article "Tattooing is Mainly Cultural: A Representative Twin Study of Tattooing Determinants" focuses less on specific motivations for tattoos and more on analyzing the factors influencing the decision to get a tattoo.

However, from the context of the study and the literature review in the article, several key motives traditionally associated with tattoos and mentioned by the authors can be identified:

- cultural and social factors – tattoos often reflect belonging to a certain social or subcultural group, emphasize group identity, and can serve as a symbol of belonging or status in society;
- influence of environment and social groups – shared external factors play a significant role, including the influence of friends, acquaintances, social networks, and the broader cultural atmosphere that shapes common values and norms, including the fashion for tattoos;
- behavioral links with risky habits – among the younger generation, tattoos are closely associated with certain behavioral styles, such as smoking, indicating shared social or psychological factors driving such behavioral patterns [11].

The study emphasizes that, unlike many other behavioral traits, the likelihood of getting a tattoo is primarily determined not by genetic predisposition but by shared environmental factors – these may include family conditions, surroundings, cultural specifics, peer influence, and the broader sociocultural environment.

Thus, while the article does not provide a detailed list of specific motives, the research emphasizes that the primary drivers behind tattoos are culturally and socially oriented, reflecting environmental influence and group identity rather than hereditary traits. Meanwhile, A. Dey & K. Das conducted a qualitative analysis of the motives and meanings of tattoos based on in-depth interviews with residents of Kolkata. The authors demonstrate a wide range of individual and sociocultural reasons why people choose tattoos, highlighting their polysemy. The main motives include personal stories – symbolic images of loved ones or cherished objects, inspiration from idols, interests formed in early youth, as well as the desire to stand out and emphasize one's uniqueness. Tattoos are also considered a means of self-expression, a tool for memory, a way to conceal scars, or a fashion trend [12]. Researchers paid significant attention to the influence of media and social networks, which have shaped the modern popularity of tattoos, especially among the youth. The authors note that tattoos have become a part of contemporary pop culture and fashion, while losing the former stigma associated with marginal groups. An important aspect is also the

spiritual meaning of tattoos, which, in some cases, are perceived as talismans or carriers of positive or negative energy. Thus, the article emphasizes that tattoos are a multifaceted phenomenon that extends beyond simple decorative art, deeply interwoven with personal and societal identity.

Similarly, A. Dey & K. Das, in their study, propose a holistic understanding of the motivations leading to tattooing, demonstrating their complexity and individuality, while also encouraging further research with larger samples and a broader sociocultural context. The main motivations identified in the study include:

- personal stories and symbolism (Personal tale) – tattoos often hold deep, individual meaning for the owner and are associated with things, people, or events close to them. For example, tattoos in honor of a favorite coffee, a pet, or in memory of a loved one.
- influence of media and social networks – the popularity of tattoos is significantly driven by the influence of movies, TV shows, celebrities, as well as social networks, which shape fashion and increase interest in tattoos among the youth.
- individuality and uniqueness – tattoos are perceived as a way to stand out, emphasize one's uniqueness, and create a personal image that is different from others.
- idealizing someone (Idolizing someone) – tattoos can be a symbol of eternalizing the image of an idol, for example, a famous musician, writer, or close person.
- fashion and beauty (Fashion) – tattoos also serve as a fashionable accessory or a way to decorate the body, often influenced by friends or contemporary trends.
- scar concealment – tattoos are used to mask physical imperfections or scars.
- memory of loved ones (Memorial tattoos) – tattoos in memory of deceased relatives or friends, helping to maintain a connection with them.
- spiritual or mystical beliefs (Spiritual belief) – tattoos can carry protective meanings, serve as talismans, or symbolize positive or negative energy.
- showcasing the body and status (Showcasing the body) – some tattoos are made to emphasize appearance, physical form, or professional image [12].

Thus, A. Dey & K. Das demonstrate that the motives for tattoos are multifaceted and

include both personal and sociocultural factors, and that tattoos are considered not only as art but also as a powerful means of self-expression and identity construction.

The article "Tattooing is Mainly Cultural: A Representative Twin Study of Tattooing Determinants" (Clemmensen et al., 2025) is a large-scale study based on data from the world's largest cohort of twins from Denmark, dedicated to examining the causes and factors influencing the likelihood of getting a tattoo. The authors analyzed motivations considering genetic, shared familial, and individual (unique) factors using comparisons of monozygotic (MZ) and dizygotic (DZ) twins. The results showed that shared environmental factors – cultural influences, social circles, and behaviors determining group identity – play a major role in the propensity for tattooing, while genetic influences proved insignificant. Specifically, the likelihood of getting a tattoo doubles for a twin if their twin is also tattooed; however, this rate is similar for MZ and DZ pairs, confirming the importance of external rather than hereditary factors [13].

An important finding of the study is the significant increase in the popularity of tattoos over recent generations, with a particularly notable rise among young people. The proportion of tattooed individuals under the age of 25 has grown from a few percent for those born in the mid-20th century to over 40% for those born after 1980. The authors also identified a statistically significant link between tattoos and smoking, suggesting shared behavioral or social risk factors. These findings highlight that tattoos are predominantly a cultural phenomenon reflecting group identity and social influences rather than hereditary predisposition [13].

Overall, researchers have made a notable contribution to understanding the motivations and sociocultural mechanisms driving the popularity of tattoos in modern society. They have also opened up avenues for exploring the potential medical implications of tattoos on a broader scale, focusing on their behavioral and social determinants. This knowledge can be valuable for future studies and the development of preventive strategies.

A significant influence on the motivation for getting tattoos is exerted by various social networks. Social media plays a crucial role in shaping the modern perception of tattoos, promoting their popularization, and altering societal attitudes towards them. Thanks to their

wide accessibility and interactivity, social networks have become a key tool for spreading ideas about tattoos as a means of self-expression, transforming them from a marginal phenomenon into a part of mass culture. One of the most significant aspects of the influence of social media is the change in social norms regarding tattoos. While tattoos were previously associated with marginal groups or subcultures, today they have become part of the mainstream. This is facilitated by the active support and display of tattoos by popular bloggers, celebrities, and cultural trends that propagate through social platforms. Social networks advocate ideas of freedom of self-expression and individuality, making tattoos acceptable and even desirable in various social circles.

Social media creates a space where people can showcase their tattoos to a wide audience. This stimulates interest in body art and the desire to have unique images on the body. The "social proof" effect, which arises from positive reactions and comments on social networks, enhances the aspiration for individualization through tattoos. Thus, tattoos become not only an aesthetic element but also a means of expressing personality. Another important aspect of the influence of social networks on the popularization of tattoos is connected with the role of celebrities. Tattoos are actively displayed in popular movies, music videos, TV shows, and the social media accounts of famous individuals. This contributes to making tattoos more commonplace, fashionable, and desirable for a wide range of people. Stars who openly display their tattoos often serve as inspiration for their fans.

Social media also create a space for sharing stories where tattoos can hold deep symbolic meaning. They often serve as a way to overcome challenges, support mental health, or boost self-esteem. For example, projects uniting people with tattoos related to their personal experiences are gaining popularity on social networks. This allows the formation of communities that support one another and promote a positive perception of tattoos. Social networks bring together people with tattoos into certain communities, fostering a sense of belonging. At the same time, this can create new social divisions between those who have tattoos and those who do not. However, overall, social media contribute to freedom of choice and expand opportunities for self-expression through

body art. Social networks also stimulate the development of the tattoo industry, transforming it into a part of consumer culture. Thanks to the advertising of tattoo studios, artists, and trends on social networks, demand for body practices, including tattoos, is shaped. This promotes the growth in the number of studios, the accessibility of services, and the popularity of this art form. Thus, social media have a significant influence on the popularization of tattoos, transforming them into a fashionable and widely accepted form of self-expression. They establish new standards of beauty and freedom, contribute to psychological support through communities, and commercialize this art form. As a result, tattoos have ceased to be a marginal phenomenon and have become an important part of modern culture, leading to their continued rise in popularity.

Thus, the theoretical substantiation of motivation for tattoos requires a comprehensive approach that includes psycho-emotional, sociocultural, and creative factors as an integral part of the study of this topic. Scientific sources indicate the necessity of a deeper exploration of these aspects to understand the complex internal and external motives influencing the choice and perception of tattoos by modern individuals.

## 6. CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER RESEARCH IN THIS DIRECTION

The study of the art of tattooing has shown that this practice has deep roots in human

history, fulfilling functions of self-expression, social identity, and ritualization. Tattoos, as a form of art, retain their significance in contemporary society, where they are reinterpreted in the context of cultural and psychological aspects. The main conclusions drawn from the conducted study include the multifaceted nature of motivations, as tattoos are the result of a complex interplay of personal, social, and cultural motives. Tattoo owners are often guided not only by aesthetic but also by emotional, psychological, and cultural factors. The internal motivation for choosing specific images for tattoos is often determined by unconscious desires and experiences, making tattoos a kind of visual tool for analyzing personality. The sociocultural context also plays a significant role: tattoos have become an important part of mass culture, losing their former stigmatization, while social media shapes new social norms and standards. Psychological aspects of tattoos demonstrate that they can serve as a means of emotional release, boosting self-esteem, and self-expression, often associated with significant life events and experiences. There are noticeable differences between male and female tattoos, reflecting different emotional and social orientations.

Prospects for further research include the necessity of a deeper study of psychological aspects, thoroughly analyzing the motives behind the choice of tattoos, including the impact of traumatic events and personal characteristics.

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**Анотація**  
**КУРИЛЯК Назарій**

## ТЕОРЕТИЧНЕ ДОСЛІДЖЕННЯ МОТИВАЦІЙНОГО КОМПОНЕНТУ ДО ТАТУЮВАНЬ

*Мистецтво татуювання має багатогранну і давню історію, що охоплює численні культури та епохи. Від первісних спільнот, які використовували татуювання як засіб самовираження, обрядів та соціальної ідентичності, до сучасного світу, де ця практика переживає новий етап популярності, татуювання залишаються важливим елементом культурної ідентичності. Сьогодні татуювання набувають різноманітних значень.*

Процес вибору зображенень для татуювань часто визначається не лише свідомими рішеннями, а й несвідомими мотивами, що надає феномену татуювання особливого психологічного виміру. Дослідження показують, що татуювання можуть відображати внутрішній світ особистості, служити інструментом для аналізу психіки та підтримувати самоідентифікацію. Психологічні аспекти мотивації, такі як бажання підвищити самооцінку, емоційне розвантаження та пошук ідентичності, є ключовими у вивченні цієї теми. Татуювання виступають формою емоційного прояву, що підтверджується дослідженнями, які вказують на їх здатність змінювати нервову напругу та символізувати внутрішні переживання.

Культурні та соціальні фактори також значно впливають на мотивацію до татуювання. Татуювання часто асоціюються з певними соціальними групами, підкреслюючи приналежність до субкультури або статус у суспільстві. Вплив медіа та соціальних мереж на популяризацію татуювань не можна недооцінювати; сучасні зірки та блогери активно демонструють свої татуювання, що сприяє зміні ставлення до них у суспільстві. Соціальні медіа створюють простір для обміну історіями, де татуювання можуть мати глибокий символічний зміст, слугуючи як засіб подолання труднощів або підтримки психічного здоров'я.

Дослідження також показують, що татуювання можуть мати різні емоційні спрямованості, включаючи альтруїстичну, практичну, естетичну та гностичну. Власники татуювань часто демонструють прагнення до самовираження, індивідуальності та унікальності, що підкреслює їхню роль у формуванні особистісної ідентичності. Також татуювання стають ритуалом перетворення, що символізує зміни в житті особи. Вони виявляють глибокі культурні традиції та психологічні аспекти, що вимагають подальшого вивчення.

Таким чином, татуювання є не лише формою мистецтва, але й потужним інструментом самовираження, що відображає складні взаємозв'язки між особистістю, культурою та суспільством. Дослідження цього явища може сприяти кращому розумінню сучасних соціальних тенденцій, а також впливу татуювань на психологічний стан особистості.

**Ключові слова:** мотивація, татуювання, мотиваційний компонент.

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