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UNIVERSAL AND CULTURE-SPECIFIC PECULIARITIES OF
INTERCONNECTION BETWEEN SOCIAL ACTIVITY AND PERSONAL
SUBJECTIVE WELL-BEING

The article presents empirical research materials devoted to universal and culture-specific peculiarities of interconnection between social activity and personal subjective well-being. The study was performed on the selected sample is proportional to the representatives of Russian and Tatar youth (Russian and Tatar students of Saratov State University and Tatar students of Nizhnekamsk Branch of Mosciw Humanitarian-Economic Institute of the Republic of Tatarstan; n = 120, males and females, aged 18-20 y.o.). The use of complex techniques: «The scale of subjective well-being» (M. V. Sokolova), «Types of ethnic identity» (H. W. Soldatova, S. Ryzhova), «Stemming the test values in life» (V. F. Sopov, A. B. Karpushina), comparative methods and factor analysis revealed particularly of subjective well-being, its criteria and bases, the specific manifestations of social activity. Revealed the existence of the ètnoindifferenciruûshih signs in the manifestation of social activity of youth in the event experience subjective distress. The applied aspect of the problem under study can be realized in counseling practice of psychological services, as well as in the development of programs of the youth policy.

Key words: personality, representatives of different ethnos, social activity, subjective well-being