

## **Nucleus of the Stuff and Methods of its Investigation**

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The article brings forward the author's definition, research program and the main results of the experimental investigation of the nucleus of the stuff, the core of which is represented in the interconnection between self-image and referentiality. We have developed the methodological grounds and methods of research of the qualitative characteristic of the nucleus of the stuff, motivational grounds for its preferences: observation, experiment, testing, private conversation. For the first time in social psychology, the article proves the existence of the interconnection between competencies (determined by the content of the professional activities), social status and referentiality of the nucleus of the stuff; the article also demonstrates that this interconnection can act as the efficiency-enhancing measure for professional cooperation.

**Keywords:** nucleus of the stuff, reflexive activity approach, methods of research of the nucleus of the stuff.