



**WORLD BULLETIN  
PUBLISHING**  
Online Publishing Hub

# World Bulletin of Education and Learning (WBEL)

ISSN (E): 3072-175X

Volume 01, Issue 02, November 2025



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<https://worldbulletin.org/index.php/1>

## THE IMPORTANCE OF LIFE STRATEGIES IN THE FORMATION OF THE STUDENT'S PERSONALITY

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### Abstract

The article is devoted to the scientific-theoretical analysis of the definition of the concept “life strategy,” developed by modern researchers, and the essence of an individual’s life strategy.

**Keywords:** Life strategy, life goals, satisfaction with life, emotional intelligence, independence, issues in studying life strategies.

### Introduction

Life strategy is a complex and dynamic phenomenon in a person’s life. It reflects an individual’s future life path, the ways of its implementation, the planning and transformation of one’s own life, and it directs the individual’s behavior over a certain period of time.

The study of a person’s life strategy attracts many modern scholars not only due to its relevance, but also because it is a scientifically interesting topic that has not yet been fully explored. The general theoretical basis for studying life strategies largely relies on Western psychological concepts. The most valuable works include the analysis of life difficulties, formation of attitudes, choice of life paths and lifestyles, improvement of personal culture, self-development, and increasing creative activity. The research conducted on this topic has become a significant scientific discovery.

In psychological sources, the concept of “strategy” is often defined as “the art of planning management based on accurate and long-term forecasts.” In addition, it



refers to the orientation of socially significant activity, the development of a life concept, and solving problems of life organization [2].

According to K. A. Abulkhanova-Slavskaya, “a person must understand his goals, the characteristics of his psyche, the scale of his personality, whether these correspond to life circumstances or not, what should be changed to achieve goals, which limits should not be crossed, how circumstances can be altered, and what must be sacrificed to do so” [1]. Therefore, any of the strategies discussed above may be used by an individual at various stages of life to achieve desired goals, and the key criterion is the careful use of one's psychological capacities. Based on this, one can determine whether the life strategy is optimal or not.

In social sciences the term “strategy” may refer to different concepts such as “life path,” “subjective image of life,” “meaning of life,” “life scenario,” “lifestyle,” “life choices,” “temporary future,” “life prospects,” “life goals,” “life programs,” “life position,” and others.

According to Yu. M. Reznik, “life strategies” represent the foundation of an individual’s chosen life path, based on personal ideas about the meaning of life, self-assessment of one’s potential, and available resources.

In forming a life strategy, an individual sets subjective values, goals, and expectations for the future.

E. I. Golovakha uses the concept “life future.” He considers “life future as a set of anticipated and complex phenomena that connect a person’s social values with the individual meaning of his or her life.”

Life strategies are associated with cognitive flexibility, resilience, and creative activity. All of these components are influenced by modern processes occurring in society. One of the most important mechanisms in forming a life strategy is choosing meanings, goals, values, and life orientations. Under such conditions, the individual strives to determine personal abilities.

A. E. Sozontov defines life strategy as a method through which a person manages life activity, based on personal values, and strives toward personal goals and dreams. Life strategy represents one of the key concepts in understanding a person’s development and psychological maturity.



Significant attention is devoted to studying youth-related issues in social psychology. According to Yu. A. Zubok, such approaches emerged from new social theories aimed at studying “life strategies and life plans of youth.”

Alongside life plans, there is the concept of “life programs.” A life program is an ideal image combining goals and expected outcomes of life activity. Life plans, on the other hand, reflect the idealized vision of the young generation’s future and represent not only orientation but also the method of achieving an expected social status.

The concept of life plans is constructed on the principle that social interests shape and guide individual interests.



Yu. M. Reznik emphasizes that life strategy characterizes a person’s future life both as a socio-cultural system—expressed through long-term everyday behavior—and as consciously planned activity that shapes the future step-by-step. Life strategy is defined through the choice of life position and life goals, which determine the ideal image of the future. An established life strategy allows a person to plan life far ahead, carefully constructing each stage.

## Empirical Study

To determine how life strategies develop during adolescence, college and lyceum students were assessed using the methodology “Life Strategy of the Individual” developed by M. O. Mdivani and P. B. Kodess [3].

**Table 1. Manifestation of Life Strategies in Individuals**

Scales	Lyceum	College	t-test significance
<b>Social activity</b>	M = 57.90; SD = 3.73	M = 58.24; SD = 4.69	-0.685
<b>Empathy</b>	M = 56.58; SD = 4.24	M = 58.14; SD = 5.41	-2.766
<b>Self-actualization</b>	M = 43.76; SD = 4.95	M = 44.76; SD = 3.70	-2.153
<b>Professional realization</b>	M = 41.54; SD = 3.86	M = 43.00; SD = 4.64	-2.961
<b>External success</b>	M = 28.65; SD = 3.58	M = 28.51; SD = 3.68	0.344

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The results show that social activity is high in both groups. Empathy indicators demonstrate that students of both groups have developed emotional responsiveness. Self-actualization is also well-expressed, reflecting the significance of personal activation within life strategy formation.

Professional realization—one of the key aspects of life strategy—is also notable in both groups, indicating the importance of choosing an appropriate future profession at this stage.

External success indicators show that adolescents often relate life achievements to external circumstances, which is typical for their age.

Life strategy formation includes cognitive flexibility, creativity, and adaptation to fast-changing modern conditions such as science, technology, medicine, and global information exchange. These changes impose new demands on individual adaptability.

Life strategies develop through interpersonal relationships and social interaction. Past experiences, values, traditions, and cultural norms are also considered. However, successful formation of a life strategy requires self-identification—an awareness of personal value and identity.

One of the key mechanisms is goal orientation, which enables the selection of life meaning, goals, values, and skills.

Life strategy formation is intertwined with the processes of socialization and includes mechanisms such as identification (typification) and individuation. These mechanisms shape life strategy models:

- **Conformist model** – when typification dominates individuation; the individual subordinates personal goals and values to social expectations.
- **Conflict model** – when individuation dominates; the individual’s behavior conflicts with social norms and expectations.
- **Consensus model** – balanced integration of both mechanisms, producing a socially acceptable and individually meaningful strategy.

Modern societal changes stimulate individualization, enhancing personal effort, skill development, and social competence.

A strategy functions like a map: it shows where the person currently stands and where he or she should go. An effective strategy helps visualize the path toward

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goals. If the strategy is unclear, it indicates an “outdated map,” which may not only disappoint the person but may also endanger their life path.

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