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**Abstract:** *this article examines the problem of personality, the uniqueness of learning for social psychology, types of personality and their social psychological characteristics, personality and group problems.*

**Key words:** *Social psychology, personality, personality types, psychological characteristics.*

Social psychology studies the problem of an individual, examining it from the perspective of a participant and active implementer of various social processes. It is known that the problem of the individual is studied in general psychology, pedagogical psychology, differential, legal psychology, and a number of branches of psychology. Each department or branch creates problems related to the individual from the point of view of its subject tasks. For example, while in general psychology the individual is considered a product of psychological activity, the owner of individual psychological processes, sociology considers him as an object of social relations.

The peculiarity of the social psychological approach to the problem of the individual is that it is considered as a consequence of various forms of interaction with various groups. That is, social psychology is primarily distinguished by the laws to which the behavior of a person, considered a member of a group, is subject, and the influential relationships that the individual has in the system of communication are reflected.

Social psychology is important as a science that studies human relationships, social groups and their impact on personality. The problem of personality is one of the important topics within this science. This article examines the essence of the problem of personality, its role in the social context and psychological aspects.

**Identity problems** are psychological and social difficulties that arise as a result of a person's identity, social roles, accepted values, and interaction with the social environment. This problem often prevents the individual from understanding their identity, interacting with others, and defining their place in society.

As social beings, people are constantly in contact with each other. Their thoughts, feelings, and actions are often shaped by the social norms and values that exist in their environment. For example, family relationships, friendships, and professional connections have a great influence on a person's sense of self.

A person's identity is also important. Only indicators of belonging to one group (for example, nationality, gender, or profession) affect a person's feelings and decisions. Situations in society also play a role in shaping a person: through the exchange of ideas, new ideas emerge or old views are renewed.

**Personality** - It is the enduring characteristics, feelings, and behaviors of an individual. Social identity is related to the social group to which an individual considers himself to belong. These two concepts are closely related: one of the factors that shape our personality is the social groups that define who we are (for example, ethnic groups, religious organizations, or professions).

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Social identity theory (developed by Henry Tajfel) explains how people see themselves as a group and how they relate to other groups. This theory suggests that people see themselves as “us” (their own group) and may hold stereotypical views of “them” (other groups). Stereotypes are generalizations or perceptions about people who belong to a particular group. These stereotypes are often inaccurate or unfounded and can lead to prejudice (a preconceived negative opinion). The process of stereotyping involves judging people based on fabricated images rather than on their specific characteristics.

The negative impact of stereotypes can harm not only individuals but also society. They destroy positive relationships, cause discrimination, and ignore people's real abilities.

In social psychology, personality problems can arise for various reasons:

1. Nutrition: The way people eat directly affects their mood. Negative eating patterns can lead to depression and other mental illnesses.

2. Stress: Social stressors (such as pressure at work or family problems) can disrupt personality development.

3. Education: Deficiencies in the education system or even bullying (which is violence, coercion, insults, teasing or threats, abuse of trust, aggression or use of dominance to intimidate) can lead to a decrease in self-confidence in the younger generation.

4. Social isolation: A person's social isolation can weaken their mental health and lead to depressive states.

5. Family and Culture: Family upbringing and cultural norms play an important role in shaping personality.

Causes of personality problems:

1. Social pressure: People may be under pressure to meet the standards set by society. This pressure can cause stress, uncertainty, and internal conflict in individuals.

2. Self-esteem issues: Internal conflicts can arise as a result of a person not knowing who they are in many cases or having a low self-esteem compared to other people.

3. High expectations: People can be overwhelmed by increased demands for creativity or a lack of the necessary resources to achieve success.

There are several methods for solving personality problems:

- Psychotherapy: Helps to understand and manage inner feelings with the help of a professional psychologist.

- Social support: Getting moral support through friends, family members, or community organizations.

- Self-development: Setting new goals and striving to achieve them by working on yourself.

**Conclusion:** The problem of personality is a very important and complex issue in social psychology, which determines how people live their lives, social relationships, and perceive their place in society. This issue is important not only in the formation of personal identity and role, but also in social integration, intergroup relations, and communication.

Social psychology research shows that personality problems are largely related to cultural and economic conditions, all of which shape relationships between people. Factors such as a person's feelings and ways of thinking, their family upbringing, friendships, and position in society can affect personality problems. Therefore, several approaches are used in modern social psychology - cognitive, emotional, and cultural.

Future research in this area may help to find solutions to personality problems in society. For example, by developing positive communication and reducing stereotypes, it is possible to increase positive communication and reduce stereotypes by developing relationships between different social groups. This will help to make society more stable and tolerant, not only at the individual level, but also on a larger scale.

In general, by understanding personality problems more deeply, we can identify the factors that bring people closer together. As a result, we can have opportunities to develop healthier social relationships. These issues of social psychology need to be applied not only in the field of science, but also in practical life for future generations.

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