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ROLE OF IDENTITY IN SHAPING THE WELL-BEING OF KAZAKH YOUTH

The relationship between identity and well-being is one of the central themes of modern sociological research, especially in youth studies. The present study aims to analyze the influence of different identity styles (informational, normative, and diffuse-avoidant) on well-being indicators among young people aged 18 to 35. An integrated methodology was used to achieve the goal, including the ISI-5 identity style survey and the Gallup Healthways Well-Being Index. The ISI-5 questionnaire evaluates three styles of processing identities: informational, related to active search and analysis of information; normative, based on following social norms and expectations; and diffuse-avoidant. The avoidance of complex decisions and thinking about the future. The Gallup Healthways Well-Being Index measures well-being across six key dimensions: subjective life assessment, emotional and physical health, healthy behavior, satisfaction with the work environment, and access to essential resources. The survey covered all regions of Kazakhstan, including republican cities, regional centers, and rural settlements. Data collection was conducted in Kazakh and Russian, considering respondents' preferences. The study results showed that the informational identity style positively affects emotional resilience and life satisfaction, while the normative style promotes stability and a sense of security. In contrast, the diffuse-avoidant style temporarily reduces stress but limits long-term life prospects. The study's results significantly contribute to the study of the relationship between identity and well-being, complementing the existing literature with new empirical data. The study's practical significance lies in its use for developing social policies and programs to strengthen the well-being of young people under socio-economic and cultural transformations in Kazakhstan.

Key words: identity, well-being, identity styles, Kazakhstani youth.

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Қазақстандық жастардың әл-ауқатын қалыптастырудағы бірегейліктің рөлі

Бірегейлік пен әл-ауқаттың өзара байланысы қазіргі әлеуметтанулық зерттеулердің басты тақырыптарының бірі болып табылады. Бұл зерттеу 18 бен 35 жас аралығындағы жастар арасындағы әл-ауқат көрсеткіштеріне бірегейліктің әртүрлі стильдерінің (ақпараттық, нормативтік және диффузиялық-аулақ) әсерін талдауға бағытталған. Мақсатқа жету үшін ISI-5 бірегейлік стилінің сауалнамасы мен Gallup Healthways Well-being Index әл-ауқат индексі қамтитын кешенді әдістеме қолданылды. ISI-5 сауалнамасы бірегейлікті өңдеудің үш стилін бағалауға мүмкіндік береді: ақпаратты белсенді іздеумен және талдаумен байланысты ақпараттық; әлеуметтік нормалар мен үміттерді ұстануға негізделген нормативтік; және диффузиялық-аулақ, болашақ туралы күрделі шешімдер мен ойлардан аулақ болумен сипатталады. Gallup Healthways Well-being Index әл-ауқатты алты негізгі бағыт арқылы өлшейді: өмірді субъективті бағалау, эмоционалды және физикалық денсаулық, салауатты мінез-құлық, жұмыс ортасына қанағаттану және негізгі ресурстарға қол жеткізу. Әлеуметтік сауалнама Қазақстанның барлық өңірлерін, соның ішінде республикалық маңызы бар қалаларды, облыс орталықтары мен ауылдық елді мекендерді қамтыды. Деректерді жинау респонденттердің қалауын ескере отырып, екі тілде – қазақ және орыс тілдерінде жүргізілді. Зерттеу нәтижелері бірегейліктің ақпараттық стилі эмоционалды тұрақтылық пен өмірге қанағаттану деңгейіне оң әсер ететінін көрсетті, нормативтік

қауіпсіздік сезімін қалыптастыруға ықпал етеді, ал диффузиялық-аулақ стиль стрессті уақытша төмендетеді, бірақ ұзақ мерзімді өмір сүру перспективаларын шектейді. Зерттеу нәтижелері бар әдебиеттерді жаңа эмпирикалық деректермен толықтыра отырып, бірегейлік пен әл-ауқаттың байланысын зерттеуге айтарлықтай үлес қосады. Зерттеудің практикалық маңыздылығы оны Қазақстандағы әлеуметтік-экономикалық және мәдени трансформациялар жағдайында жастардың әл-ауқатын нығайтуға бағытталған әлеуметтік саясат пен бағдарламаларды әзірлеу үшін пайдалану болып табылады.

Түйін сөздер: бірегейлік, амандық, бірегейлік стилі, қазақстандық жастар.

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Роль идентичности в формировании благополучия казахстанской молодежи

Взаимосвязь идентичности и благополучия является одной из центральных тем современных социологических исследований, особенно в контексте изучения молодежи. Настоящее исследование направлено на анализ влияния различных стилей идентичности (информационного, нормативного и диффузно-избегающего) на показатели благополучия среди молодежи в возрасте от 18 до 35 лет. Для достижения цели использовалась комплексная методология, включающая опросник стилей идентичности ISI-5 и индекс благополучия Gallup Healthways Well-Being Index. Опросник ISI-5 позволяет оценить три стиля обработки идентичности: информационный, связанный с активным поиском и анализом информации; нормативный, основанный на следовании социальным нормам и ожиданиям; и диффузно-избегающий, характеризующийся избеганием сложных решений и размышлений о будущем. Индекс Gallup Healthways Well-Being Index измеряет благополучие через шесть ключевых направлений: субъективная оценка жизни, эмоциональное и физическое здоровье, здоровое поведение, удовлетворенность рабочей средой и доступ к базовым ресурсам. Социологический опрос охватывал все регионы Казахстана, включая города республиканского значения, областные центры и сельские населенные пункты. Сбор данных проводился на двух языках – казахском и русском – с учетом предпочтений респондентов. Результаты исследования показали, что информационный стиль идентичности положительно влияет на эмоциональную устойчивость и уровень удовлетворенности жизнью, нормативный стиль способствует созданию стабильности и чувства безопасности, в то время как диффузно-избегающий стиль временно снижает стресс, но ограничивает долгосрочные жизненные перспективы. Результаты исследования вносят значимый вклад в изучение взаимосвязи идентичности и благополучия, дополняя существующую литературу новыми эмпирическими данными. Практическая значимость исследования заключается в его использовании для разработки социальной политики и программ, направленных на укрепление благополучия молодежи в условиях социально-экономических и культурных трансформаций в Казахстане.

Ключевые слова: идентичность, благополучие, стили идентичности, казахстанская молодежь.

Introduction

The correlation between identity and well-being is central in modern sociological studies, which is related to their influence on the formation of social relations and processes of integration of people into social structures. Identity, a key element of social self-determination, defines the interaction strategies between people and the social environment, affecting its subjective and objective level of well-being. Despite the vast theoretical and empirical material accumulated globally, Kazakhstan's study of the relationship between identity and well-being remains fragmented. This is particularly true for the influ-

ence of different styles of identity (informational, normative, and diffuse-avoidant) on the indicators of youth well-being. For young people from 18 to 35 years of age, this problem is significant in the context of socio-economic and cultural changes accompanying globalization and the transformation of traditional values. The youth of Kazakhstan need to choose between preserving cultural traditions and adapting to new social realities, making the identity formation process more complex and multifaceted. At the same time, the lack of studies that consider national characteristics and sociocultural context creates gaps in understanding mechanisms that affect the well-being of this social group. Many

studies support the link between identity and well-being, indicating that successful identity formation promotes emotional resilience, life satisfaction and social integration.

The research object is the well-being of young people aged 18 to 35 in Kazakhstan. *The study aims* to investigate the correlation between styles of identity treatment (informational, normative, diffuse-avoidant) and well-being indicators. It examines aspects of well-being, such as subjective perception of life, emotional health, physical well-being, indicators of a healthy lifestyle, and access to essential resources.

The hypothesis of the study suggests that identity styles have a significant influence on the level of subjective well-being. The hypothesis is based on modern sociology and social psychology's conceptual positions, which consider identity a central element of an individual's self-determination. Identity styles, defined as sustainable ways of processing information about oneself and the surrounding world, shape people's cognitive and behavioral strategies in a social environment. It influences the perception of social roles and the ability to cope with life challenges. Multiple research data confirm that informational identity styles related to active search and analysis of self-data contribute to the development of emotional resilience and life satisfaction. At the same time, avoidance identity styles that focus on minimizing thinking and decision-making can temporarily reduce stress but do not provide long-term subjective well-being. Normative styles based on following social expectations offer a sense of stability but can limit personal growth. Therefore, the study fills existing gaps in understanding the role of identity in shaping well-being, offering an integrated approach to the study of this issue.

Literature review

Sharma et al. emphasize the importance of the relationship between successful identity achievement and a high level of psychological well-being among youth (Sharma, 2021: 230). Their study highlights the role of self-discovery and active goal-setting in enhancing life satisfaction. This approach aligns with the broader understanding that identity formation is not merely a developmental stage but a foundation for mental stability and overall life satisfaction.

Manzi et al. explore the influence of family structure and cohesion on identity formation in young people within the European context. Accord-

ing to their findings, family support and the provision of autonomy significantly improve emotional well-being and self-confidence (Manzi, 2006: 678). The study underscores the importance of the family as a key agent of socialization, which can either facilitate or hinder the identity development process.

Karas et al. expand on this topic by examining the interaction between identity processes and well-being in various cultural contexts (Karaś, 2015: 749). Their comparative analysis of youth in Italy, Poland, and Romania demonstrates that strong identity positively correlates with subjective well-being, confirming the role of cultural norms and values in shaping the relationship between identity and well-being.

Whereas, Sugimura et al. investigate the unique cultural context of Japanese youth, focusing on the balance between individualism and collectivism in identity formation (Sugimura, 2016: 307). Their findings show that a balanced identity, integrating elements of both cultural components, contributes to higher levels of life satisfaction, emphasizing the importance of considering cultural specificities in studying identity formation in non-Western contexts (Sugimura, 2016: 311).

Palen et al. study the role of active engagement in professional and personal activities in identity formation and well-being. Their findings confirm that professional self-actualisation forms the foundation of a stable adult identity. Participation in meaningful activities fosters identity development and strengthens a sense of purpose and satisfaction (Palen, 2007: 721).

Sumner et al. emphasize the importance of goal setting and awareness in identity formation to increase levels of well-being. They stress that the precise formation of life goals and their alignment with individual values is key to maintaining a high level of life satisfaction, as well as the importance of awareness in developing identity because the clarity of purpose and values provides psychological resilience (Sumner, 2015: 46). The role of social activism in shaping identity and well-being among youth in Micronesian society highlights that participation in public events fosters identity development and aligns personal and social expectations. This underscores the collective dimension of identity formation, particularly in societies where collectivist values prevail (Lowe, 2003: 189). Safer et al. investigate the conflict of cultural identity in bilingual youth (Safer, 2021: 463). Their results show that high levels of cultural conflict are associated with low self-esteem and self-doubt, which negatively

affects psychological well-being. The study emphasizes that clarity of self-perception and self-worth are key factors for harmonizing cultural identities, emphasizing the need to create supportive environments to mitigate cultural conflicts. The relationship between ethnic identity and well-being among Korean-American youth demonstrates that strong ethnic identity reduces acculturation stress and enhances psychological well-being. This highlights the protective role of ethnic identity in multicultural contexts, as maintaining a connection with heritage can help mitigate the stressors associated with integration (Yoo, 2014). Hylkilä et al. conducted a systematic review of the impact of social networks on youth welfare. They find that the excessive use of social networks negatively affects well-being, while the active use to maintain social connections promotes the formation of a positive social identity. It emphasizes the dual role of digital interaction in shaping identity and life satisfaction (Hylkilä, 2024: 255).

Watkins et al. investigate the influence of romantic identity on youth well-being. Their results show that the presence of romantic relationships and their importance are positively related to the level of life satisfaction, especially among those who actively pursue self-development within the framework of romantic relationships. The authors also show a link between interpersonal dynamics and identity, confirming that a healthy romantic experience can improve overall well-being (Watkins, 2024:98). Jones et al. investigate the influence of gender identity on the well-being of African American women (Jones, 2021: 322). Confidence in one's gender identity protects against discrimination, increasing psychological resilience and life satisfaction. Moreover, the result highlights the relationship between identity and structural inequality, where a strong gender identity can serve as a buffer against external threats. Benedetto et al. study the relationship between perfectionism and well-being among young people. They find that high levels of perfectionism are often associated with reduced well-being, but self-compassion mitigates this effect by promoting healthier identity development. The study highlights the importance of self-compassion to minimize the negative impact of perfectionism on identity (Benedetto, 2024: 91). Petrova et al. investigate cultural and cross-cultural aspects of well-being among young people in Central Asia. Cultural identity and sense of belonging contribute significantly to personal satisfaction and psychological resilience. The result also highlights the role of cultural identity in regions with diverse

cultural contexts (Petrova, 2017: 3). Brück et al. (2014) analyzed household survey data to examine the relationship between economic conditions, social environment, and well-being in Central Asia. The findings show that access to education, employment and social support is key to improving well-being, illustrating structural dimensions where systemic factors significantly influence individual outcomes. Agadjanian et al. (2022) investigate the psychosocial well-being of migrant women from Central Asia in Russia. The authors found that legal status and access to social support are essential factors influencing identity and emotional state. Regardless of legal status, social exclusion significantly impairs well-being, which highlights the vulnerability of marginalized groups and the importance of inclusive politics.

The review of existing literature outlines the importance of different identity styles in shaping subjective well-being. However, some aspects have not been sufficiently covered in previous studies, which creates scientific gaps and requires further study. First, the impact of cultural context on the manifestation and effectiveness of each identity style in different social and cultural groups has not been thoroughly studied. Cultural characteristics, such as the values of collectivism or individualism, can significantly impact how identities are formed and their relationship to well-being, requiring intercultural comparisons. Second, the mechanisms by which informational, normative and diffuse-avoidant styles influence long-term well-being remain unclear. In particular, it is important to investigate how these styles interact with individual cognitive and emotional characteristics and social conditions such as family support, professional environment and access to resources. Third, the relationship between identity styles and specific life outcomes such as professional success, stress tolerance, self-regulation skills and strategic thinking is poorly understood. A better understanding of these interrelationships will lead to recommendations for effective identity development strategies. Finally, the effectiveness of interventions to transform identity styles to enhance well-being has yet to be fully understood. Research is needed to develop software that facilitates the transition from less adaptive styles, such as diffuse-avoidant, to more constructive ones, such as information, to improve overall life satisfaction and resilience.

Our study aims to fill these gaps using a unique methodological approach. Analysis of the correlation data has revealed that each style of identity has

advantages and limitations in the context of different aspects of well-being. Despite temporary stress reduction, the diffuse-avoidant style limits long-term prospects such as achieving life goals and emotional resilience. The informational style demonstrates a high connection to emotional stability but requires a balance between analysis and stress tolerance, as excessive reflexivity can reduce life satisfaction. The normative style provides stability and security through adherence to social norms but may hinder personal growth in the face of change. The results underline the need to study integrative approaches to identity development further. This includes the study of the mechanisms by which cultural context and social conditions influence identity formation, as well as the development of flexible strategies and interventions to reduce stress levels and increase sustainable well-being. Thus, our study contributes to understanding the complex relationships between identity and well-being, providing a basis for further empirical and applied research.

Materials and methods

In this study, the identity measurement was based on a questionnaire of 5-style identities (ISI-5) developed by Berzonsky (2013), including three processing styles: informational, normative, and diffuse-avoidant. ISI-5 consists of a 27-point questionnaire, allowing individuals to determine their prevailing identity style. *Informational style* is characterized by active search, critical thinking, and integration of information necessary to form identity. Individuals who adhere to this style are prone to reflection, independent analysis of personal beliefs and values, and high cognitive flexibility. They demonstrate an open cognitive attitude, a desire for self-knowledge, and independent decision-making based on the comprehensive consideration of alternatives. Research shows that this identity style positively correlates with self-regulation, awareness, and personal adaptability. *Normative Style* is characterized by the tendency of individuals to follow prescribed social norms, reference group expectations and traditional values. Individuals with this identity style exhibit a high level of conformism and social loyalty, accepting the value orientation they appear to be given without critical reflection. This style is associated with high adherence to tradition and social stability but may limit cognitive flexibility and adaptability in a changing environment. The normative style is more common in collectivist cultures and can contribute to high social cohesion. *The diffuse-avoidant*

style is characterized by the tendency to avoid active participation in the process of formation of identity, to postpone important decisions, and to adapt to circumstances intuitively. Individuals who adhere to this style are prone to procrastination, low self-regulation, and high dependence on external factors. They lack stress tolerance and low awareness of personal values and goals, and their behavioral strategies are predominantly reactive. This identity style correlates with heightened anxiety, low motivation for self-development, and weak capacity for long-term planning. The ISI-5 questionnaire rates the three identity styles separately, inviting respondents to rate claims on the Liqueur scale. The tool is highly reliable and visible, making it an effective tool for diagnosing identity strategies. Its application covers a wide range of psychological studies, including the study of personal development, adaptation, decision-making, and social identity dynamics.

The Gallup Healthways Well-Being Index measures well-being indicators and is based on measuring through a combination of subjective and objective indicators. The index measures well-being in six main ways:

1. Life assessment index, respondents' subjective assessment of the current and future state of life on a Cantrile scale from 0 to 10.
2. Emotional health index: measures daily emotions such as joy, stress, respect, and the presence of diagnosed depression.
3. Physical health index: includes health indicators such as sick days, chronic diseases, physical pain and energy levels.
4. Healthy behaviour index: covers habits that affect health, such as smoking, eating and physical activity.
5. Workplace Index: Measures job satisfaction, use of strengths and trust in management.
6. Basic access index analyses access to essential resources such as food, shelter, health care, and security.

The sample size was 2003 respondents. To ensure the sample's representativeness for the regions of the Republic of Kazakhstan, the sample volume was calculated according to the parameters of the general population. The respondents were selected based on a quota sample based on key demographic characteristics: region of residence, age cohorts, and gender. The study covers the entire territory of the Republic of Kazakhstan, including cities of republican significance: Astana, Almaty, Shymkent, and 17 Administrative centers of the regions (see Figure 1).

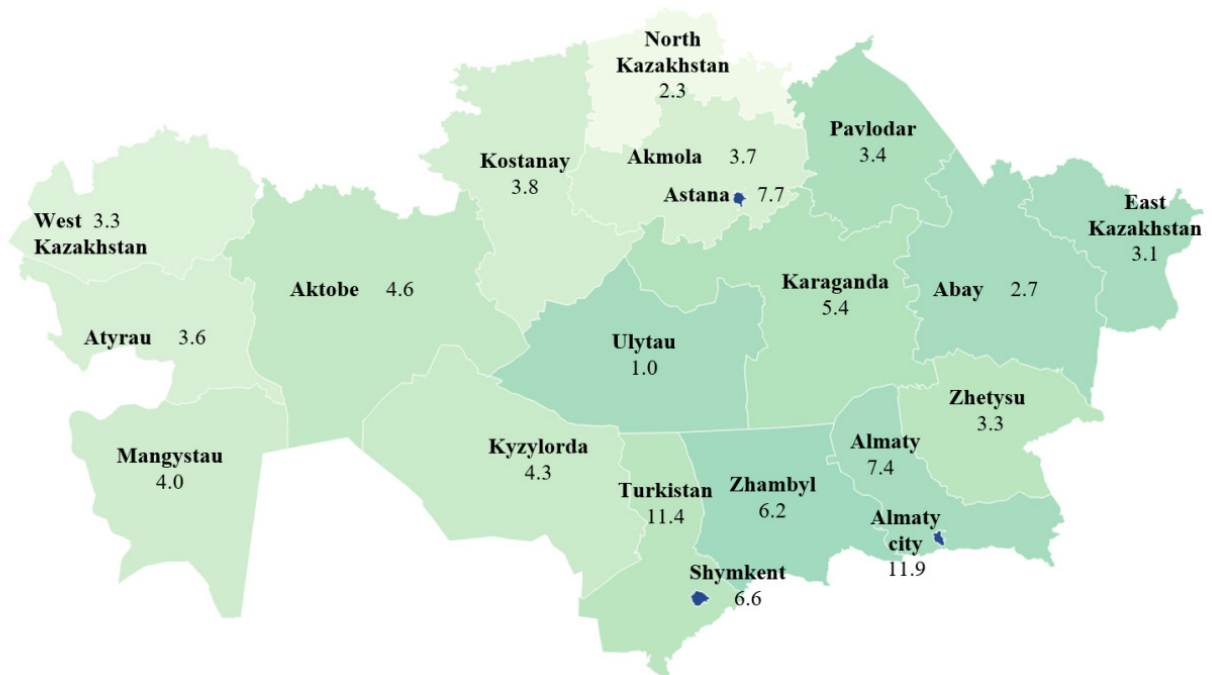


Figure 1 – Distribution of respondents by region (%)

The survey was conducted in two languages – Kazakh and Russian, depending on respondents' preferences. The primary data processing was done using SPSS Statistics Base software. The sample is

represented by young people aged 18-35, which corresponds to the target group of the study. For a detailed analysis of the distribution of respondents by key demographic characteristics, Table 1 below is provided.

Table 1 – Socio-Demographic Characteristics of the Sample

Variable	Categories	%
Gender	Male	45.2
	Female	54.8
Age	18-24 years	56.5
	25-29 years	21.3
	30-35 years	22.2
Place of Residence	Urban	76.4
	Rural	23.6
Marital Status	Single	62.3
	Married	27.3
	Divorced	7.6
	Widowed	2.7
Education	No education	0.7
	Primary	3.7
	Secondary	44.5
	Higher	46.9
	Postgraduate	4.2

Continuation of the table

Variable	Categories	%
Ethnicity	Kazakhs	65.6
	Russians	15.2
	Other	19.1
Employment Status	Employed	57.6
	Unemployed	42.4
Household Income	Insufficient even for food	7.0
	Enough for food but not clothing	16.1
	Difficult to buy household appliances	20.9
	Sufficient for appliances but not major purchases	27.3
	Can afford everything except real estate	15.6
	No financial difficulties	12.3

The study's sample represents the main socio-demographic characteristics of the Kazakhstan youth aged 18-35. The selection of respondents by quota allowed us to consider the influence of factors such as regional affiliation, age, and sex on the processes studied. Using two languages in the survey minimized possible barriers to interaction with respondents.

Results and discussion

The analysis results show that the most common identity style is informational (Figure 2). This style is characterized by active search for information, critical thinking and an effort to analyze alternatives independently. Youth with this style demonstrate high cognitive flexibility, awareness, and self-regulating ability, which indicates a desire for decision-making and personal development among many respondents. The normative identity style is evident in 50% of respondents, indicating a significant role of traditional values and social norms in

youth. This style is characterized by high conformism, adherence to social standards and normative orientations. It is more common in collectivist societies and promotes social cohesion but may limit cognitive flexibility and adaptability to a changing social environment. The diffuse-avoidant style was demonstrated by 57% of respondents, which indicates a reasonably high level of uncertainty in the process of identity formation among young people. This style is related to the tendency to avoid active participation in processes of awareness of one's identity, postponing important decisions and low levels of self-regulation. It can be caused by socio-economic factors, personal characteristics, and the lack of stable references, which in turn leads to increased anxiety, reduced motivation for self-development, and difficulties with long-term planning.

The correlation analysis presented in Figure 3 demonstrates statistically significant but diverse relationships between identity styles and well-being indicators.

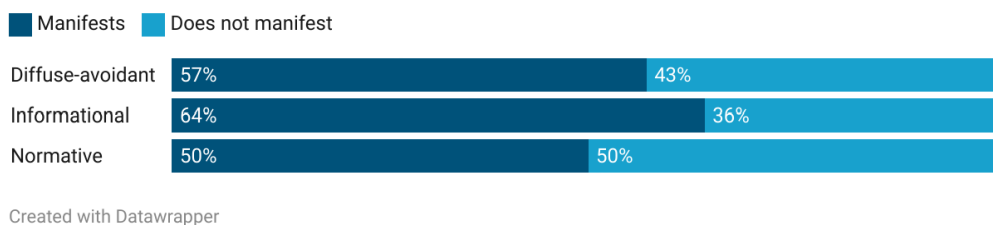


Figure 2 – Prevalence of identity styles

	Diffuse-avoidant	Informational	Normative
Emotional Health Index (EHI)	,057*	-,110**	-,056*
	,010	,000	,013
Life Evaluation Index (LEI)	,166**	-,068**	,048*
	,000	,002	,032

Created with Datawrapper

Figure 3 – Correlation between identity styles and subjective well-being indicators

The identified dependencies indicate that different identity formation strategies have an ambiguous effect on the emotional state and subjective assessment of life. The relationship between the diffuse-avoidant identity style and well-being indicators shows ambiguous results. On the one hand, this style positively correlates with the subjective assessment of life, which may indicate a specific psychological adaptability of people with this type of identity. Avoidance of active identity formation and a tendency to reactive strategies can reduce personal responsibility for life circumstances, contributing to a subjectively favorable perception of the current situation. However, the positive relationship with emotional well-being is extremely weak, which indicates that this style does not provide significant emotional stability (Guo, 2024). On the contrary, its association with low self-control and procrastination, documented in previous studies, may underlie increased risks of anxiety and stress, which is also supported by empirical evidence.

The informational identity style demonstrates a negative relationship to well-being indicators, calling traditional notions about its predominantly positive effects into question. A moderate negative correlation with emotional health ($r = -0.110$, $p < 0.01$) indicates potential difficulties associated with increased cognitive load, self-reflexivity, and critical analysis inherent to the style carriers. Research shows that the informational identity style can lead to heightened anxiety and reduced subjective well-being through excessive self-absorption and reflection (Vleioras, 2005). Pursuing independent search and active reflection on alternative perspectives while encouraging personal development can increase stress levels and reduce emotional well-being. According to studies, the high level of

self-reflection and self-criticism characteristic of the informational identity style may contribute to increased stress levels and emotional burnout (Soenens, 2007). The weak negative correlation with subjective life assessment ($r = -0.068$, $p < 0.01$) confirms the hypothesis that increased levels of criticality and awareness may lead to less optimistic subjective assessments of one's current, even if the objective well-being indicators remain unchanged. This assumption is supported by studies in which the informational identity style can be associated with less positive life evaluation and satisfaction (Karaś, 2018). It was also shown that a high level of cognitive stress associated with informational identity style can increase the risk of emotional exhaustion and reduce overall psychological comfort (Crocetti, 2009). Increased self-criticism and self-demanding influence self-evaluation and subjective well-being (Phillips, 2007).

By contrast, the normative style of identity demonstrates ambivalent results in relation to various aspects of well-being. A weak negative relationship with emotional health ($r = -0.056$, $p < 0.05$) may indicate that adherence to traditional norms and external prescriptions is accompanied by reduced cognitive flexibility. Which, in turn, can generate psychological tension in a changing social environment. Research shows that the normative style of identity may be associated with cognitive rigidity, which limits the adaptability of the personality in changing circumstances and can negatively affect psychological well-being (Crocetti, 2013). However, a weak positive correlation with subjective life assessment ($r = 0.048$, $p < 0.05$) suggests that the stability and sense of belonging characteristic of normative style may contribute to the formation of life satisfaction. According to research, adherence to social norms

and traditions can provide structure and support that positively affects subjective well-being (Vleioras, 2005). Probably, high dependence on social expectations creates both resources (in the form of social support and structuring of life) and risks (limiting autonomy and adaptability), which makes this style ambiguous in terms of influence on well-being. Several studies have highlighted that the normative identity style can reduce psychological flexibility and contribute to increased stress levels in uncertain environments. However, respecting social norms also ensures a higher level of life satisfaction (Bersonsky, 2005). Further research shows that combining a normative identity style with a high need for

social affiliation can compensate for its negative aspects, increasing overall life satisfaction and subjective well-being (Sagiv, 2000).

Considering the relationship between identity styles and subjective well-being, the results of correlation analysis show that the nature of the strategies used to treat identity influences different aspects of the perception of one's life. While Figure 3 emphasizes complex subjective well-being indicators, such as life assessment and emotional well-being, additional data are revealed in Figure 4, such as specific cognitive attitudes and actions. The characteristics of each style Identity is related to subjective well-being.

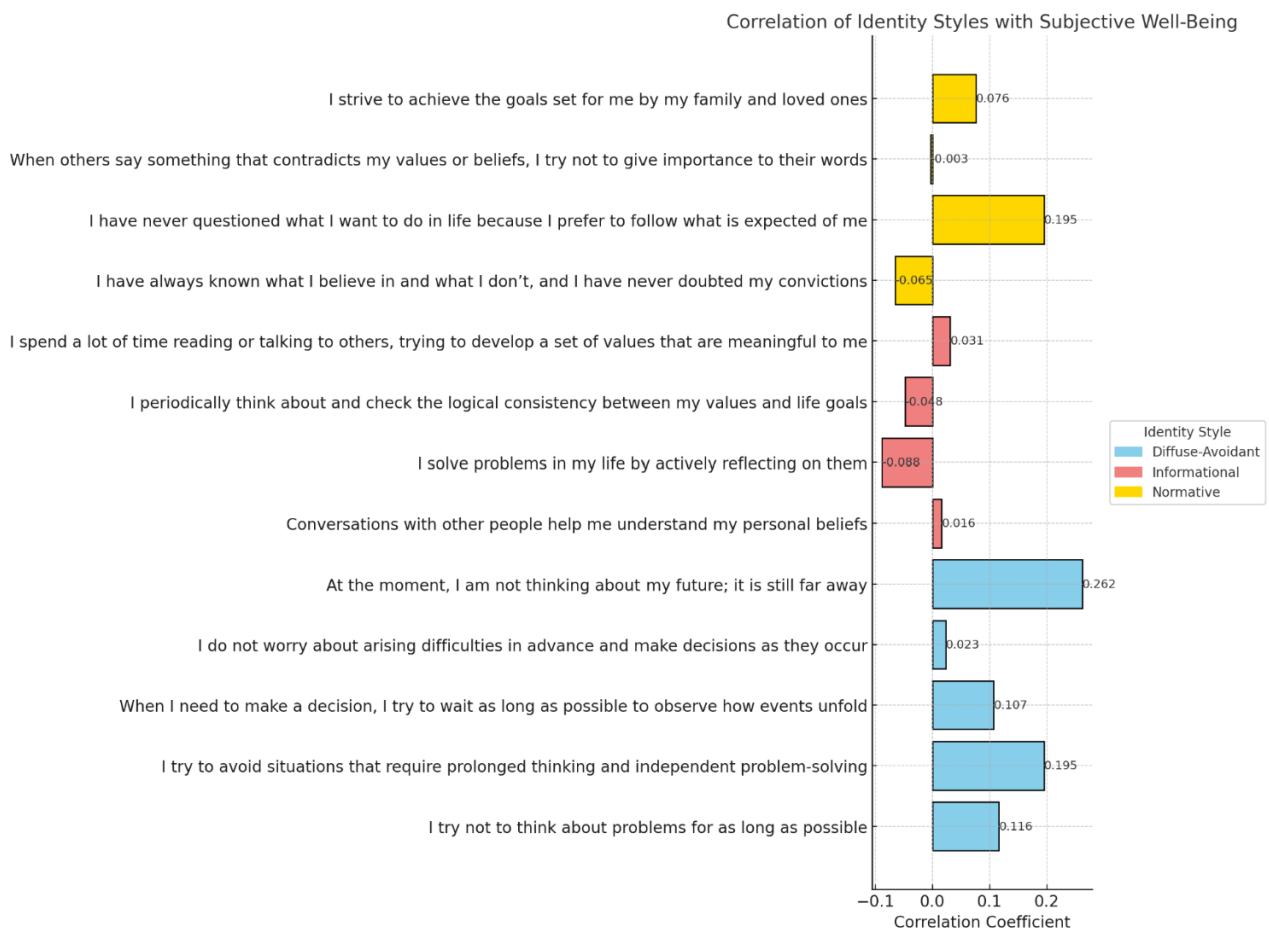


Figure 4 – Correlation of identity styles with subjective well-being

The diffuse-avoidant style (see Figure 4) was shown to be related to the avoidance of active reflection and decision-making. The data show that. There is a significant positive correlation with the statement, «I do not think about my future at this

moment; it is still far away» ($r=0.262$, $p<0.01$). This delayed thinking about the future and avoiding strategic planning helps reduce short-term stress and positively impacts subjective well-being. Young people who follow this philosophy can take

life more lightly by focusing on the current moment. There is a moderate positive correlation with the statement «I try to avoid situations that require long reflection and independent problem solving» ($r=0.195$, $p<0.01$), where it is stressed that abandoning complex cognitive tasks can reduce stress, which is perceived as comfort. There are small but significant positive correlations with the statements «I try as long as possible not to think about problems» ($r=0.116$, $p<0.01$) and «When I have to make a decision, I try to wait to see how things develop» ($r=0.107$, $p<0.01$) which shows that the «wait and see» strategy minimizes uncertainty pressure. However, the lack of connection with «I do not worry in advance about emerging difficulties and make decisions as they arise» suggests that spontaneity and instant decisions do not significantly influence the subjective perception of well-being. Results confirm that the diffuse-avoidant style promotes a temporary sense of well-being by minimizing stress effects but may not be effective enough for long-term improvement of life indicators.

Research of informational and normative styles of processing identity has revealed differences in their influence on subjective well-being, highlighting their complex and multifaceted nature. Analysis of the informational style showed that only some aspects have a significant relationship with subjective well-being. The statement «I solve problems in my life by actively thinking about them» showed a weak negative correlation ($r=0.088$), which may indicate that active reflexivity is associated with increased stress or dissatisfaction with life. Other aspects of the informational style, such as developing values through communication or analyzing one's beliefs, have not shown statistically significant correlations with subjective well-being, indicating their neutral influence.

The results of the analysis of the normative style, on the contrary, revealed both positive and negative interrelationships. The most pronounced was a moderate positive correlation between the statement «I never wondered what I want in life because I prefer to follow what is expected of me,» and subjective well-being ($r=0.195$), where the result may indicate that following social expectations provides a sense of stability and security, which is positively reflected in the level of life satisfaction. Additionally, the statement «I strive to achieve the goals set for me by family and close friends» also showed a weak positive correlation ($r=0.076$), emphasizing the importance of family and social commitments as factors of support and well-being in this cultural

context. However, some aspects of the normative style have shown antagonistic interrelationships. For example, the statement «I always knew what I believed and never doubted my beliefs» showed a weak negative correlation ($r=0.065$), which may indicate that excessive self-confidence and failure to engage in self-reflection constrain personal development and can negatively affect subjective well-being. At the same time, the statement «When others say something contrary to my values or beliefs, I try not to attach importance to their words» showed a correlation close to zero, which indicates the lack of connection between ignoring other's opinions and subjective well-being.

The study results demonstrate that three identity styles have a diverse influence on the subjective well-being of young people. Each style has unique characteristics that can contribute to improving the subjective perception of life and contribute to its decrease. The informational style is based on active reflection and analysis of beliefs, and as a result, this approach promotes an understanding of life's goals and values, positively affecting self-determination. However, excessive focus on problems can cause increased stress levels and reduce satisfaction with life. For example, the study showed that the informational style is associated with optimism and flourishing, which promotes subjective well-being (Sánchez, 2023: 267). However, its successful application requires balancing reflexivity and emotional resilience (Berzonsky, 2016). The normative style is oriented towards social expectations and traditional values. Consequently, these expectations promote stability and security, positively affecting subjective well-being. However, confidence in one's beliefs and rejection of self-reflection can hinder personal development and adaptation to change (Erentaitė, 2018; Maroof, 2019: 49). The diffuse-avoidant style helps to minimize stress by avoiding complex decisions and thinking about the future. This approach may be comfortable in the short term, allowing one to focus on the current moment, but it limits the possibilities for achieving life goals in the long term. The diffusion-avoidance style correlates with procrastination and avoidance of responsibility, which decreases life satisfaction and emotional stability (Bouizegarene, 2016; Topolewska-Siedzik, 2022: 157). The results emphasize the importance of considering individual characteristics and cultural context when analyzing the influence of identity styles on subjective well-being. The informational style promotes development if a balance between analysis and emotional stability is achieved. The

normative style creates a sense of stability but requires self-reflection to prevent limitations in personal growth. The diffusion-avoiding style is only effective temporarily, limiting long-term life prospects. This makes it a priority to develop flexible identity-building strategies that reduce stress and promote sustainable well-being.

Conclusion

The aim of this study was to investigate the relationship between identity styles (informational, normative, diffuse-avoidant) and indicators of subjective well-being among young people in Kazakhstan aged 18-35. The analysis of results showed that different identity styles have a mixed influence on subjective life assessment and emotional well-being, which confirms the relevance of studying this problem in the sociocultural context of Kazakhstan. The data obtained partially confirmed the initial hypothesis of a significant influence of identity styles on subjective well-being. In particular, the diffuse-avoiding style has been positively related to subjective life assessment, possibly due to reduced cognitive load and avoidance of complex decisions. However, its impact on emotional well-being was minimal, indicating its limited adaptive resources.

The informational style demonstrated a negative relationship with emotional well-being and subjective life assessment, which is probably associated with a high degree of self-reflection, critical analysis, and heightened anxiety. On the other hand, the normative style has not demonstrated a statistically significant influence on well-being, which can be explained by compensatory mechanisms of social integration that provide stability but limit personal development. Thus, the study showed that identity styles are not universal predictors of well-being, and their influence depends on a combination of cognitive strategies and social factors. The results highlight the need to further study the role of cultural context, social environment and individual factors in shaping the subjective well-being of young people. Developing identity development strategies that balance self-reflection, social adaptation, and flexibility in changing environments can contribute to overall well-being.

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