

## **Social Activity as an Element of the Youth Social Self- Identification**

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The article outlines the main provisions of an integrated model of self-identification. The research shows the social activity is an important component and indicator of social self- identification. The empirical study has been carried out on the sample group of youth (n = 100 people, 18-30 years) with the use of the author's questionnaire for comprehensive studying of self-identification phenomenon; the questionnaire has been developed by A.L. Zhuravlev and A.B. Kupreychenko. It has been proved that social activity of modern youth is primarily focused on satisfaction of their needs and needs of their families. Men are more focused on the activity directed at social welfare to a greater extent than women, while women are more eager to realize themselves in the family.

**Key words:** social activity, youth, self-determination, values, areas of life

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