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The article covers peculiarities of social psychology of the modern personality object field. We emphasize the necessity of bringing together various approaches to analysis of a personality as a representative of social groups. We pose a number of problems of current importance, which are to be solved with the help of the interdisciplinary analysis. Special focus is set on the problems of socialization and its effects, subjective well-being, social activity and self-determination of a personality. The article also states a problem of mutability of social context as a factor of socialization and subjective well-being. Special attention is given to the problem of subjective well-being of a personality; the article mentions the necessity of theoretical generalization for the performed empirical research based on the integration of methods.

*Key words:* personality, socialization, subjective wellbeing, self-determination.

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