

Mautz, S. A 2-Year Stanford Study Shows the Astonishing Productivity Boost of Working from Home // Inc. Apr 2, 2018. URL: <https://www.inc.com/scott-mautz/a-2-year-stanford-study-shows-astonishing-productivity-boost-of-working-from-home.html> (дата обращения: 29.08.2020).

Ogihara, Y., Fujita, H., Tominaga, H., Ishigaki, S., Kashimoto, T., Takahashi, A., et al. Are common names becoming less common? The rise in uniqueness and individualism in Japan // *Frontiers in Psychology*. 2015. Vol. 6. doi: 10.3389/fpsyg.2015.01490

Ogihara, Y. Temporal Changes in Individualism and Their Ramification in Japan: Rising Individualism and Conflicts with Persisting Collectivism // *Frontiers in Psychology*. 2017. Vol. 8. URL: <https://www.frontiersin.org/articles/10.3389/fpsyg.2017.00695/full>

Treisman, D. Democracy by mistake: How the errors of autocrats trigger transitions to freer Government // *American Political Science Review*. March 2020. DOI: 10.7910/DVN/PYRVKV

Сведения об авторе

Марина С. Гусельцева, доктор психологических наук, доцент, Психологический институт РАО, Москва, Россия; 125009, Россия, Москва, ул. Моховая, д. 9, стр. 4; mguseltseva@mail.ru

Guseltseva M.S.

Transdisciplinary approach to the study of changes in values,
behavioral strategies and standards in small cultural groups

Psychological Institute of Russian Academy of Education, Moscow, Russia

The transformations of values, behavioral strategies and social norms taking place in modern society are studied both in psychology and in related sciences. A new research paradigm is spontaneously emerging in the joint work of scientists. From the standpoint of this paradigm, human transformations ranging from cognitive changes to the dynamics of values, behavioral strategies and standards of personal development form the subject matter of modern psychology. These personality transformations occur in the close interconnection with the current changes in sociocultural environment: in world-system at the global level, in everyday life at the local level. The study of a modern person in the dynamics and fullness of life is characterized, on the one hand, by differentiation and complication of the phenomenal field, and on the other hand, by the fluidity and expansion of cognitive space, and by flexible problem-oriented search. Transdisciplinary approach seems to be the most relevant method for this kind of research (with a changing subject and expanding research field).

This approach allows us to summarize data from different sciences in a single conceptual framework, focusing on the integrity of the picture and achieving the complete analysis in the aggregate of interacting and multidirectional trends. This approach allows us to summarize data from different sciences in a single conceptual framework, focusing on the integrity of the picture and achieving the completeness of analysis in the aggregate of interacting and multidirectional trends. Embracing the transformations of human existence simultaneously in the dimensions of space and time, the transdisciplinary approach combines cultural-analytical and historical-genetic interpretations of psychological changes. Bringing the diversity of research perspectives into a single conceptual framework helps to reveal the hidden trends and latent changes that could remain unnoticed in the focus of separate studies. In this article, transdisciplinary approach is used to analyze latent changes based on the material of small cultural movements, such as minimalism, essentialism, slow life, as well as individual life strategies.

Key words: transdisciplinary approach, small cultural movements, minimalism, essentialism, slow life, self-discipline, awareness, subjectivity

For citation: Guseltseva, M.S. (2021), “Transdisciplinary approach to the study of changes in values, behavioral strategies and standards in small cultural groups”, *New Psychological Research*, no 1, pp. 4–28, DOI: 10.51217/npsyresearch_2021_01_01_01

Acknowledgment

The article prepared within a state task, project AAA-A-A19-119012990181-0

References

- Abramov, R. N., Gruzdev, I. A., Terent'ev, E. A. (2016). *Akademicheskaya professiya i ideologiya “medlennoi nauki”*. *Vyshee obrazovanie v Rossii*, 10, 62–70.
- Asmolyov, A. (Ed.) (2018). *Mobilis in mobili: personality in an era of change*. Moscow: Izdatel'skii Dom YaSK.
- Bazhanov, V., Sholts, R. V. (Eds.) (2015). *Transdisciplinarity in philosophy and science: approaches, problems, prospects*. Moscow: Navigator.
- Botsman, R. & Rogers, R. (2010). *What's mine is yours: the rise of collaborative consumption*. N.Y.: Harper Collins.
- Cain, S. (2013). *Quiet: The Power of Introverts in a World That Can't Stop Talking*. Moscow: Mann, Ivanov i Ferber.
- Chayka, K. (2020). *The Longing for Less: Living with Minimalism*. Moscow: Al'pina Publisher.
- Di Nicola, V. (2018) Slow Thought: a manifesto. *Psyche. A New magazine from Aeon Media Group*. 27 February. Retrieved from <https://aeon.co/essays/take-your-time-the-seven-pillars-of-a-slow-thought-manifesto>

Dmitry Bykov and everything, everything, everything. *Collection of interviews* [Vol. 2]. (2009) Moscow: PROZAIK.

Grishina, N. V. (Ed.) (2019). *Personality Psychology: Staying in Change*. St. Petersburg: Sankt-Peterburgskii universitet.

Grishina, N. V., Kostromina, S. N. (2017). Personality psychology: rethinking traditional approaches in context challenges of modern reality. *Psikhologicheskie issledovaniya*, 10(52), 1.

Guenko, K. (2019). The Art of Slow Reading. Knife. *Intellectual magazine about culture and society*. Retrieved from <https://knife.media/slow-reading/>

Guseltsev, N. S. (2020). "Employment of a personality in a modern transforming society", *RSUH/RGGU Bulletin. "Psychology. Pedagogics. Education" Series*, no 2, pp. 133–150. DOI: 10.28995/2073-6398-2020-2-133-150

Guseltseva, M. S. (2007). Culture as a psychological reality: The experience of ideal modeling. *Voprosy psikhologii*, 5, 13–24.

Guseltseva, M. S. (2020). Self-discipline Practices in a Transitive Society: Stoic Renaissance and Scandinavianization of Consumption. *Psikhologiya. Zhurnal Vysshei shkoly ekonomiki*, 17(3), 478–499. DOI: 10.17323/1813-8918-2020-3-478-499

Guseltseva, M. S. (2019). *The psychology of everyday life in the light of the methodology of latent changes*. Moscow: Akropol'.

Guseltseva, M. S. (2018). Transdisciplinary approach in modern psychology. *Voprosy psikhologii*, 5, 3–12.

Harrison, R., Newholm, T., & Shaw, D. (Eds.). (2005). *The Ethical Consumer*. L.; Sage.

Honoré, C. (2014). *In Praise of Slow: How a Worldwide Movement is Challenging the Cult of Speed*. Moscow: Al'pina Publisher.

Fedotova, M. G. (2010). Transitive society: new meanings of transition. *Aspirantskii vestnik Povolzh'ya*, 1–2, 86–89.

Furman, D. E. (2011). *Selected Works*. Moscow: Territoriya budushchego.

Kahnweiler, J. (2019). *The Introverted leader*. Moscow: Al'pina Publisher.

Khoroshilov, D. A. (2017). Archaeology of everyday life and social cognition. *Psikhologicheskie Issledovaniya*, 10(54), 6. Retrieved from <http://psystudy.ru>

Koch, R. (2005). *Living the 80/20 Way: Work Less, Worry Less, Succeed More, Enjoy More*. Moscow: Popurri.

Knyazev, S. (2004). Elena Krasnova and her sense of Höeg. *Science Fiction Laboratory*. Retrieved from <https://fantlab.ru/article356>

Krasnova, E. (2004). Positive chaos. Interview with Peter Höeg. *Science Fiction Laboratory*, 2004. Retrieved from <https://fantlab.ru/article355>

Laney, M. (2013). *The Introvert Advantage*. Moscow: Mann, Ivanov i Ferber.

Latsinskaya, M. (2020). Less is less: how the crisis forces people to accumu-

late things. *RBK Trends*. Retrieved from <https://trends.rbc.ru/trends/sharing/5f3480689a794712e38624a5>

Leccep, M. (2010). *Achieving More by Doing Less. The experience of a Zen teacher – a successful businessman*. St. Petersburg: Ves'.

Löhken, S. (2017). *Leise Menschen – starke Wirkung*. Moscow: Eksmo.

Lotman, Yu. M. (1994). *Conversations about Russian culture. Life and traditions of the Russian nobility (XVIII – early XIX centuries)*. St. Petersburg: Iskusstvo – SPB.

Lufkin, B. (2020). The rise of Japan's 'super solo' culture. *BBC. 15th January*. Retrieved from <https://www.bbc.com/worklife/article/20200113-the-rise-of-japans-super-solo-culture>

McKeown, G. (2015). *Essentialism: The Disciplined Pursuit of Less*. Moscow: Mann, Ivanov i Ferber.

McCormack, J. (2014). *Brief. Make a Bigger Impact by Saying Less*. New York: Wiley.

Martsinkovskaya, T. D. (2017). Psychology of everyday life: an oxymoron or a new trend in psychology. *Psikhologicheskie issledovaniya*, 10(56), 1.

Martsinkovskaya, T. D. (2015). Modern psychology – challenges of transitivity. *Psikhologicheskie issledovaniya*, 8(42), 1.

Mautz, S. (2018). *A 2-Year Stanford Study Shows the Astonishing Productivity Boost of Working from Home*. Inc. Apr 2. Retrieved from <https://www.inc.com/scott-mautz/a-2-year-stanford-study-shows-astonishing-productivity-boost-of-working-from-home.html>

Minimalism as a lifestyle. (2020). Retrieved from <https://minlife.ru>

Moroz, L. (2020). "I cut a tomato, feel its skin and think about where it grew." What is slow life and why do people live slowly in a constantly accelerating world. *Knife. Intellectual magazine about culture and society*. Retrieved from <https://knife.media/slow-life/>

New Trends in Parenting: Slow Parenting. (2015). *Kraski zhizni – sait dlya osoznannykh roditeli*. Retrieved from <https://www.kraskizhizni.com/poleznoe/4580-medlennoe-vospitanie>

Ogihara, Y. (2017) Temporal Changes in Individualism and Their Ramification in Japan: Rising Individualism and Conflicts with Persisting Collectivism. *Frontiers in Psychology*, 8, <https://www.frontiersin.org/articles/10.3389/fpsyg.2017.00695/full>

Ogihara, Y., & Fujita, H., Tominaga, H., Ishigaki, S., Kashimoto, T., Takahashi, A., et al. (2015) Are common names becoming less common? The rise in uniqueness and individualism in Japan. *Frontiers in Psychology*, 2015, 6, doi: 10.3389/fpsyg.2015.01490

Pavlov, A. V. (2019). *Post-Postmodernism: How Social and Cultural Theories Explain Our Time*. Moscow: Delo.

Peter Høeg: “Literature is a matter of the heart”. About myself, my silence, meditation, literature, Russia and many other things. (2009). *Chastnyi korrespondent*. September 18. Retrieved from <http://www.chaskor.ru/p.php?id=10288>

Poyarkova, A. (2019). Medlenniy turizm: evropeiskaya ideya osoznannogo otpuska bez speshki. *Knife. Intellectual magazine about culture and society*. Retrieved from <https://knife.media/slow-movement/>

Prikhidko, A. I. (2008). Downshifting as social-psychologic phenomenon. *Psikhologicheskie Issledovaniya*, 1(1), 8. Retrieved from <http://psystudy.ru>

Romantseva, E. (2013). *Introvert v ekstravertnom mire*. Moscow: Vektor.

Salavatova, A. (2019). Non-political protest in the regions: structure, dynamics and possibilities of politicization (analytical report). *Agency of political and economic communications*. October 29. Retrieved from http://www.apecom.ru/projects/item.php?SECTION_ID=91&ELEMENT_ID=5673

Shabanova, M. A. (2015). Ethical consumption as an innovative practice of civil society in Russia. *Obshchestvennye nauki i sovremennost'*, 5, 19–34.

Shul'man, E. M. (2019). “Consumption is replaced by owning an object to receive impressions”, *Kalinka*, 8, 150–159.

Vanderkam, L. (2015). *168 Hours: You Have More Time Than You Think*. Moscow: Al'pina Publisher.

Vakhshtain, V.S. (2012). Five books on post-critical sociology. *Sotsiologiya vlasti*, 6–7, 275–281.

Yakovenko, I. G. (2006). Large and small traditions of European culture: to the formulation of the problem. *Lebed' – nezavisimyi al'manakh*, 475. Retrieved from <http://lebed.com/2006/art4598.htm>

Zemskova, E. S. (2019). Sharing as a reflection of consumer values in the digital economy. *Nauchnyi zhurnal NIU ITMO. Seriya Ekonomika i ekologicheskii menedzhment*, 3, 17–27.

Zhuravleva, A. L., Yurevich, A. V. (Eds.) (2019). *New tendencies and prospects of psychological science*. Moscow: Institut psikhologii RAN.

Znakov, V. V. (2020). *The Psychology of the Possible: A New Direction of Research on Understanding*. Moscow: Institut psikhologii RAN.

Information about the author/s

Marina S. Guseltseva, Sc.D. (Psychology), associate professor, Psychological Institute of Russian Academy of Education, Moscow, Russia; bld. 9–4, Mokhovaya str., Russia, Moscow, 125009, mguseltseva@mail.ru