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THE LEVEL OF STUDY OF THE FEELING OF MATERIAL LACK IN A PERSON BY FOREIGN PSYCHOLOGISTS

Abstract. The article focuses on the reflections and research of foreign psychologists on the study of the feeling of material need in a person as a socio-psychological problem that does not affect the psychological state of a person, thereby creating a feeling of material need in a person. of a person and thus lowering self-esteem, stressful situations, negative attitudes, changes in thinking, the views of different scientists and different countries and information about their findings are presented.

Keywords: feeling of lack of material, self-esteem, negative attitude, stress, thinking.

Introduction

The problem of studying and researching the problems of material shortage in our country stands out as one of the global issues facing specialists, especially social psychologists, who are waiting for a solution to their problem. That is why we need to get a lot of information from the sources of foreign psychologists and use them in our country to get positive results. In this way, the saddest thing is that socio-cultural differences caused by economic reasons lead to negative emotions – guilt, anxiety, tension, fear of unemployment, discomfort caused by losing control over one's financial situation. appears in the field. These trends are less obvious among the Russian people, as planned distribution and market systems shape their relationship to money and wealth in different ways. It is not for nothing that the demand for the services of psychotherapists and social psychologists is increasing in Western countries, especially in the USA. US entrepreneurs are in a constant state of mental stress – in addition to the usual mental stress associated with the problem of material shortages, they are greatly affected by the struggle for redistribution of property and markets, the uncertainty of tax legislation and other factors. Therefore, under the complex influence of national and economic reasons, a special type of entrepreneur is being formed, and

this is confirmed by special studies. Each society is characterized by its own type of psychological entrepreneur, which is formed under the influence of cultural factors and social environment.

At the stage of solving material shortages, according to M. Weber, there is a risk that money will turn into a value by itself, since the seizure of property is mainly carried out by adventurers who are not capable of producing goods. the single value and super-value easily earned money is spent “on the merchant's path” in restaurants, shops, resorts. In this case, a person falls into a state of material deprivation. Money should serve his life, not his wallet, his stupid whims, and his pride, but this way of the system shows the opposite.

The problem of material deprivation in society attracted the attention of scientists long before Adam Smith. The main criterion of material shortage is wealth, money. The rest – power, prestige, reputation, privileges, control of resources – are closely related to it. Due to lack of material, the relations of people in the society have always been in a state of precarious balance, which is disturbed as a result of worsening the life of the poor and increasing the pressure on them.

Materials and methods

This policy helps to remove resentment from the plight, actually helps people and creates the appear-

ance of aspiration for material security. A person's financial situation affects his reputation in front of other people. People who are financially secure are considered to be happy, healthy and healthy. People with a sense of material lack are unhappy and mal-adjusted, lazy, and they make up the majority of the world's population. Financial insufficiency is defined as the ability to spend less than \$4 per day. The range of attitudes towards people with a sense of material lack begins with complete contempt, with no assistance to bring their status to an acceptable standard of living (social programs, funds), charity). In addition, the use of social programs is often rich countries and rich people. In poor countries where there are a lot of nouveau riches, there is a strong hatred and cruelty towards people who feel materially inadequate.

From the general mass of people with a sense of material lack, it is necessary to distinguish people of a certain mental type: they need neither things, nor beauty, nor furniture, they are lazy, do not want to work, do anything. . If they are given freedom, they will happily lie down on the couch. If they work, it is only for income, often for a day. They are ready to destroy the civilized world in order to preserve their status and psychology, essentially a homeless person.

Walter Eucken promoted the concept of socially based economic policy and showed the importance of achieving a fair distribution of the factors of production for the majority of society's members, based on the maximum productivity. Since the 1930s, this problem has become the main problem center of economic regulation. The main point here is not the interest in absolute material supply, but the principle of "live and let live". Each person and social group has a limited limit of needs (or is equivalent to a gradually growing, developing society).

In the process of the development of society, the rich get richer, and the people who feel materially deprived become more materially deprived, and the balance between them is almost never reached. Social programs should be as flexible as possible and adapted to the national characteristics of countries.

In Western economic psychology, the problem of material scarcity is considered as an independent problem.

People with material deprivation are defined as the inability to maintain a minimum standard of living. There are different theoretical approaches to material scarcity. When analyzing the feeling of material lack, three groups of its causes are distinguished:

- individualistic (responsibility for the existence of material lack depends on the behavior and personal characteristics of people who feel material lack);
- structural (responsibility lies with society and economic forces);
- fatalistic (the reason for the lack of material is luck and fate).

According to scientists, studying the personality of people with material shortages is one of the main contributions of psychology to alleviate the burden of the problem of existence of material shortages. Personal theories of material deprivation provide conflicting material, but the authors of individual publications and reviews still identify some "constants" of the psychological portrait of people whose objectively or subjectively experienced material deprivation indicates existence (man o considers himself to be a person with a sense of material inadequacy). Consider these consistent characteristics of people with a sense of material deprivation.

Time is constant: people with a sense of material lack have a short-term view of the present direction and the future, i.e. Temporal orientation is not presented as a person's ability to delay the satisfaction of one's desires (postponing current less valuable goals in order to achieve later but more important goals).

Spatial constant, material lack of existence is often combined with an external locus of control, i.e. believes that events in a person's life are controlled by chance, luck, more powerful beings, or forces beyond his understanding, rather than by his own actions.

Consistency of energy: the desire for success is weakly expressed, the motivation for success does

not prevail over the motivation for avoiding failure (people are more afraid of defeats and disappointments than success).

Consistency of information: low self-esteem (also self-esteem, self-confidence). The main attitude of a person with “market” psychology – willingness to be responsible for the exact result of his work – is formed in people with high self-esteem and a high level of pretension.

Result and discussion

Foreign psychologists see one of the psychological reasons for the material shortage in our country and the former socialist countries, for example, in the overestimation of consumer claims of our population after the opening of the Iron Curtain. Some authors explain this phenomenon by the fact that many

people have not developed financial self-control, i.e. the temporal perspective of economic behavior is simply distorted.

Our indigenous people experiencing economic deprivation are often victims not of lumpen, but of sharp stratification and the costs of transitional economic policies. But the objective reasons for existence of material shortages do not reduce the role of subjective reasons, therefore, an important socio-political task is to promote favorable reforms from the bottom up that affect people’s personal variables.

One of the ways to identify the attitudes towards money that cause material deprivation is the cross-cultural study of attitudes towards money conducted by O. Deineka and O. Dvorkina (Table 1).

Table 1. – Differences in the attitude of representatives of different social groups to money

Representatives of social groups	Money movement	Awareness of wallet availability	Contribution and income balance
Bankers	Cost limit	Often they know how much	Balanced
University intellectuals	There are no special restrictions	Often they don’t know	Often they don’t know
Small business entrepreneurs	Money is, first of all, the purpose of activity, the main value	They know about the money in the wallet and the cash	Balanced in secondary education

The study showed that it is money that becomes one of the means of adaptation, compensates for the unbalanced relationship between the state and business, and is a component of the entrepreneur’s image. Even if there are no objective indicators of the problem of material shortage, there is a deterioration of the morale of the intelligentsia. Its representatives understand that they are dependent on the money received from the state, that there is a growing tendency to limit savings for a “rainy day”, and that they are cautious and jealous of new financial structures and tools.

In addition, Chinese scientists and millionaires are doing a lot of work on this topic. In order to promote comprehensive economic and social development in China in 2001, the state allocated

148.000 poor villages across the country. Each of them has a specific plan to overcome poverty. By the end of 2010, such plans were implemented in 126.000 poor villages, which is the majority. This plan began to work in the poor villages separated by the state, including the old revolutionary areas.

Chinese billionaire Zhe Ma commented on the mentality of people with material shortages.

“It is very difficult to meet the demands of poor people. If you give them something for free, they think it’s a trap. If you tell them that this is a small investment, they say that it is impossible to earn a lot of money. If you give them a financial offer of a certain amount, they will pretend that they don’t have any money. If new topics are offered, they are

worried about their lack of experience. If you tell them it's a traditional business, they say it's a thief. If you tell them about opening a shop, they say there is no freedom. When you talk about running your own business, they say that there is no evidence of new business development.

Conclusion

In conclusion, it can be said that even foreign psychologists have not been able to fully solve these problems. Because people are different and their thoughts are different. The possibility of changing every person from a psychological point of view is very low.

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