Did We Really Come a Long Way? Identity Development Trajectories in Societies in Transition How do identities develop in cultures where intentionality is an imported construct? How do identities change in societies in transition across time and in relation to other variables? This presentation is grounded on the results of my longitudinal studies depicting identity formation in different domains (e.g., education, work) and using different levels of analysis (e.g., identity processes, identity styles). I will focus on a critical analysis of how identity unfolds across time in normative institutional contexts (e.g., schools) and in relation to core outcomes of adolescence, like career adaptability, academic achievement, and meaning in life. Also, I will debate the universality assumption of identity development, by discussing the role of culture and social change when measuring this dynamic construct.