

Countermeasure for Regulation the use Behavior: Analysis among Students users of Mobile Media

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Abstract

Among the entire audience of mobile media, the author highlight the student demographic. Students are a special, interesting, mobile and specific group of people, knowledgeable, managerial young people, and potential elites of any society. Seeing that mobile media content comes in every minutes of the day, it is a powerful instrument of influence on all history of human history, how to do in order to take maximum advantage of mobile media and minimize its disadvantages, create a good social atmosphere for students and allow use it in better and wiser way. In this study, before considering countermeasures for regulating the use behavior among students users of mobile media, I consider the general picture of the process of using mobile media and examine more closely one particular part of the complex new process of mass communication -analysis the general picture of the process of using mobile media at Moscow universities.

Index terms— mobile media, university students, impact, use behavior.

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Keywords: mobile media, university students, impact, use behavior.

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