

Psychological Characteristics of Target Groups of Mobile News Applications

G.F. Kurmangaleeva

*All-Russian Research Institute of Technical Aesthetics;
OAO "M.Video", Moscow*

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Abstract: This article is the result of studying psychological characteristics of the target group of mobile news applications. As part of this work the extent of terminal values and the development of hobbies have been revealed; the scale "conformist"–"radicalist" has been assessed. The study was conducted on the representatives of the four groups of users of mobile news applications.
